

**bcrts**

British Columbia  
Regional Tourism  
Secretariat



# Monthly Visitor Highlights

BRITISH COLUMBIA

BRITISH COLUMBIA & CANADA

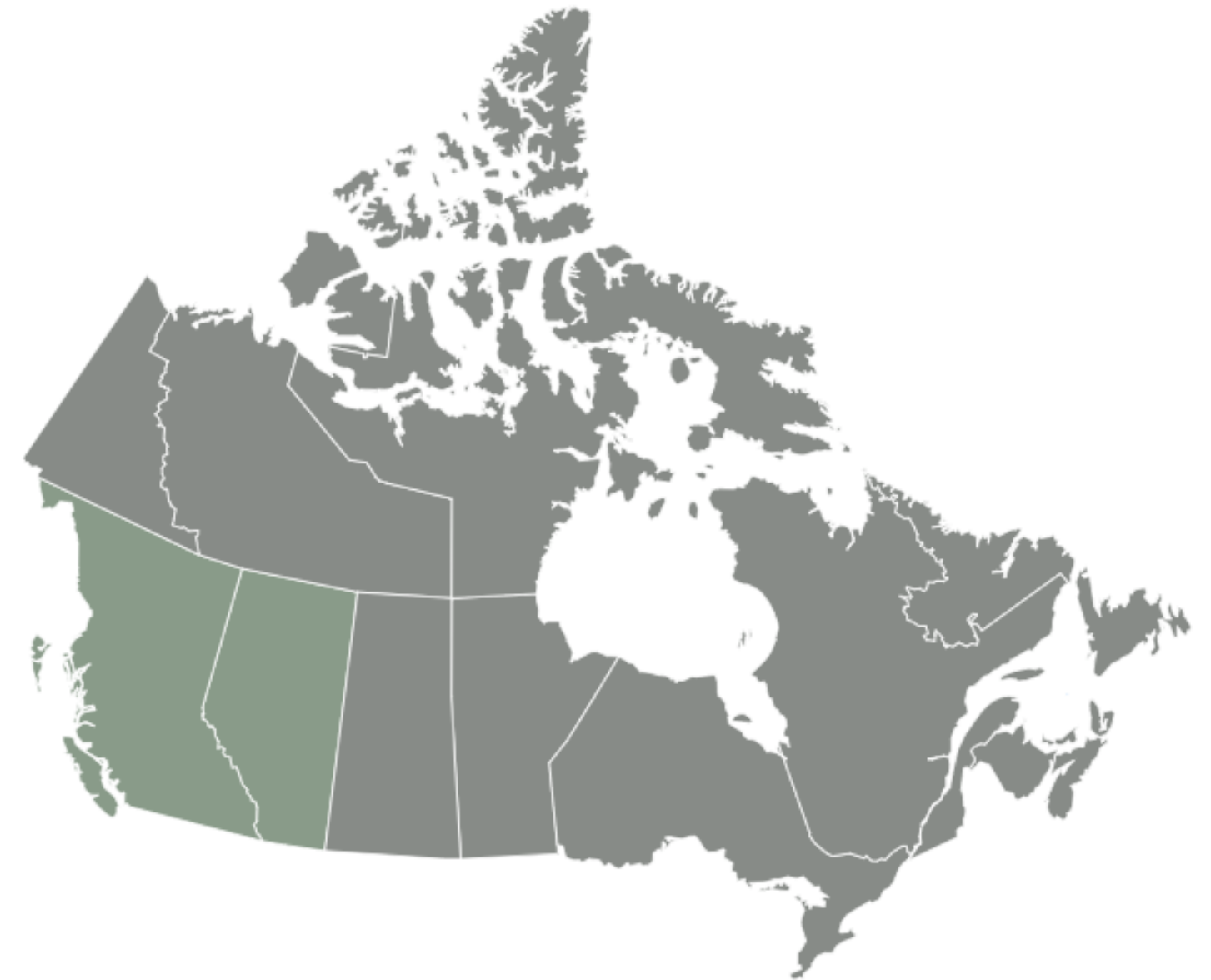
2021 DATA VINTAGE



SYMPHONY  
TOURISM  
SERVICES

# PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, the British Columbia Regional Tourism Secretariat (BCRTS) will provide baseline research to support the industry
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically to attract visitors who will support their recovery
- The program has commenced with the **BC Market** as the top priority to coincide with the PHO travel recommendations for British Columbia, followed by the **Alberta Market**
- This report focuses on visitor analysis to **British Columbia**



# RESEARCH OVERVIEW

- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers
- Visitor View produces neighborhood-level estimates of overnight Canadian visitors to **Canada**, the **provinces** and **territories**, or one of Canada's **85 tourism regions** as defined by Destination Canada
- Estimates are provided for the **total number of visitors**, the **number of trips** and the **number of nights spent** in each province or tourism region
- Visitor View is based on anonymized, consent-based mobile location data  
Monthly, quarterly and annual estimate data is available starting with January 2018 to allow for analysis of historical trends

## Methodology

- **Visits:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

# HOW CAN VISITOR VIEW HELP YOU?

- Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand the impact of the worldwide COVID-19 pandemic as it relates to Visitors, Number of Trips and Number of Overnight Stays within **Canada**, its **provinces, territories**, and **tourism regions**
- Using Visitor View we can compare the number of visitors and their travel patterns by month in 2019, 2020 and 2021
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia's respective tourism regions
- Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



# CANADA INSIGHTS

# Q1 2019/2020 VS. Q1 2021: DOMESTIC VISITORS BY QUARTER

## BRITISH COLUMBIA



Q1 = January | February | March  
 Note: All counts have been rounded to the nearest 100

### Overview

- In Q1 2019 British Columbia saw an average of **3,058,100** Domestic Visitors. In Q1 2020 the Province saw **2,723,400** Domestic Visitors and in Q1 2021 **1,849,400** Domestic Visitors. A **decrease** of **-40%** compared to 2019 and **-32%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Nunavut when compared to Q1 2019 and 2021.

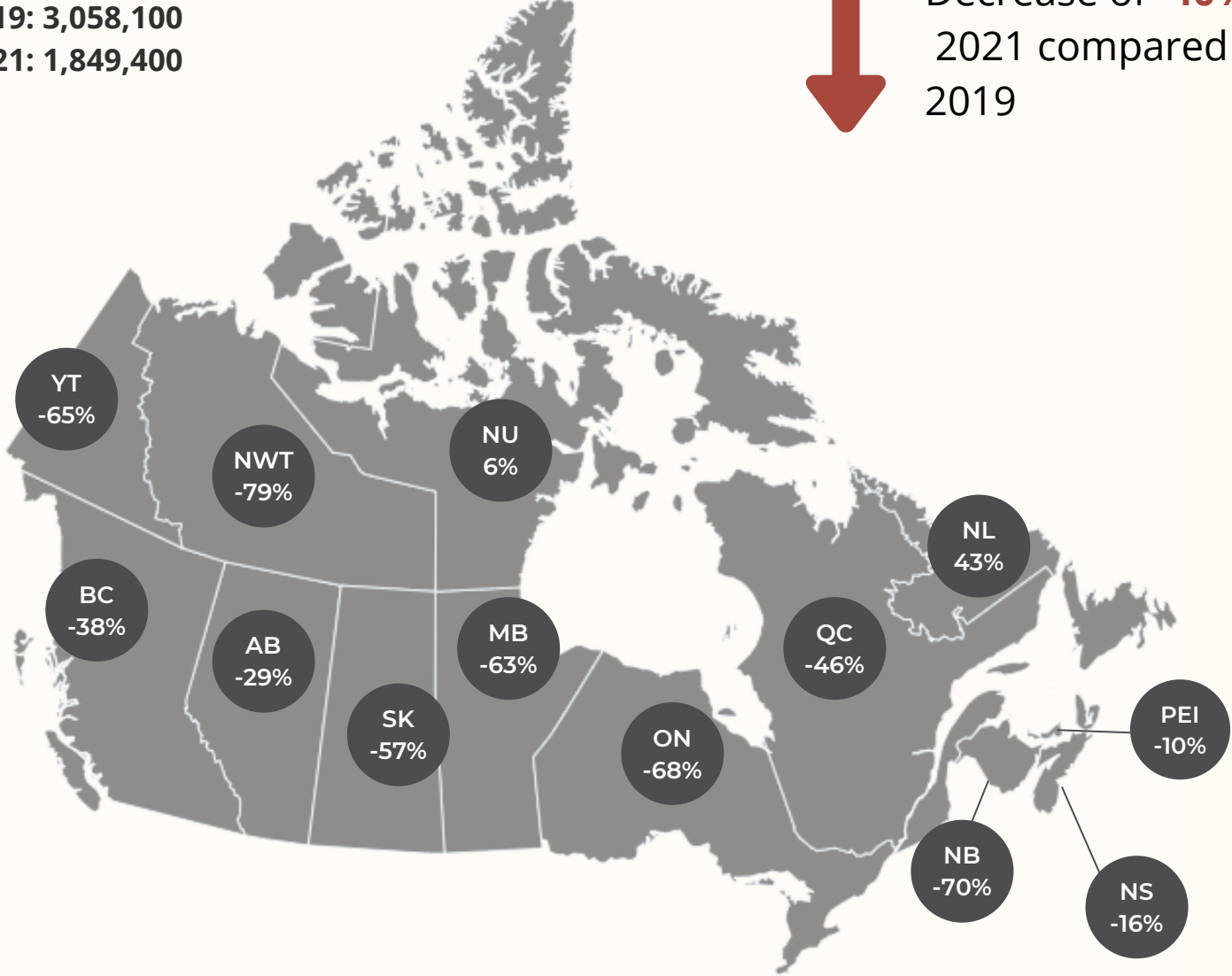
**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

### 2019 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to British Columbia 2019 vs. 2021

2019: 3,058,100  
 2021: 1,849,400

**Canada**  
 Decrease of **-40%**  
 2021 compared to 2019

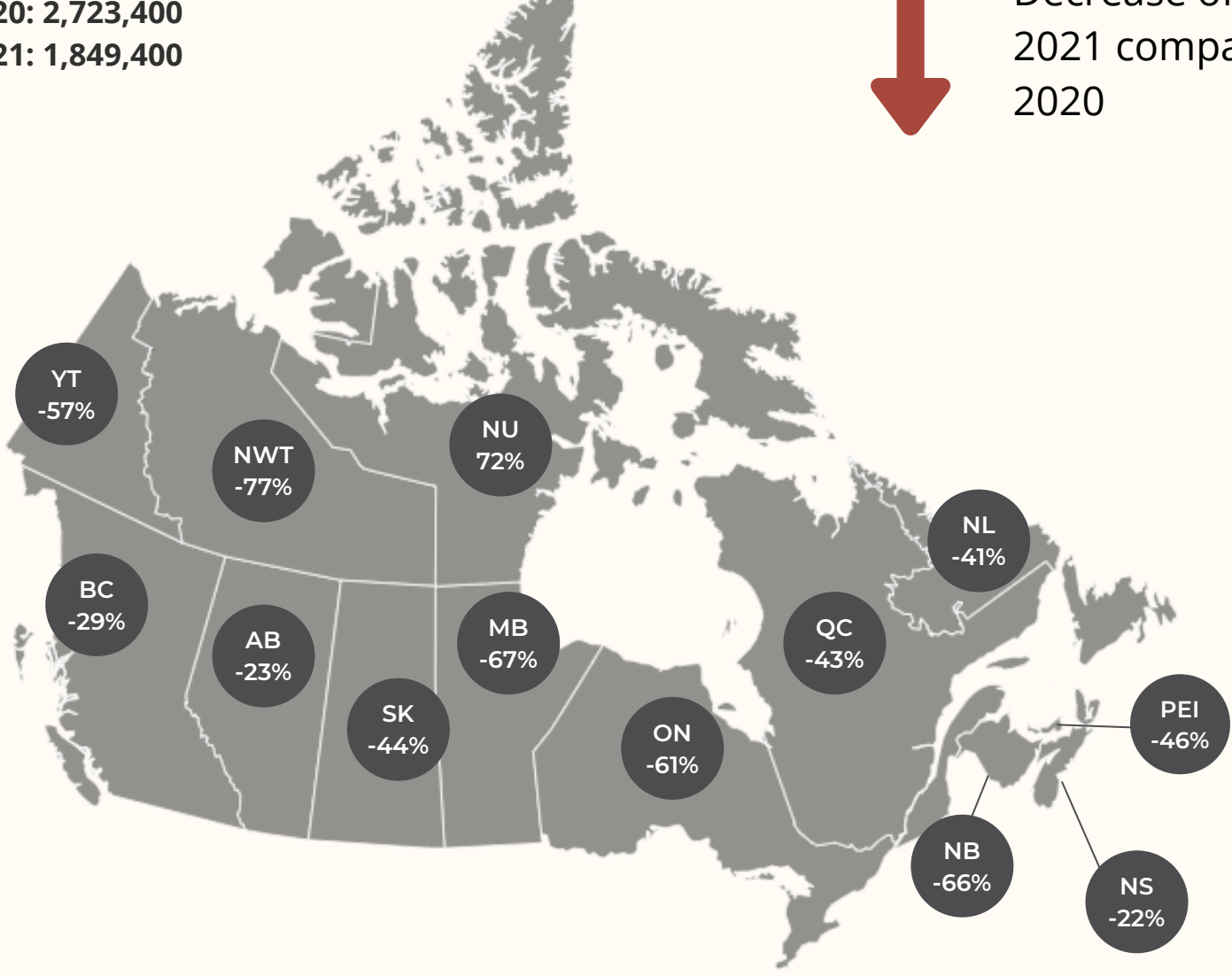


### 2020 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to British Columbia 2020 vs. 2021

2020: 2,723,400  
 2021: 1,849,400

**Canada**  
 Decrease of **-32%**  
 2021 compared to 2020



\*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

**Note:** A Visitor is defined as someone who travels 60+ km from their point of origin

# Q2 2019/2020 VS. Q2 2021: DOMESTIC VISITORS BY QUARTER

## BRITISH COLUMBIA



Q2 = April | May | June  
 Note: All counts have been rounded to the nearest 100

### Overview

- In Q2 2019 British Columbia saw an average of **4,274,300** Domestic Visitors. In Q2 2020 the Province saw **2,247,700** Domestic Visitors and in Q2 2021 **2,314,400** Domestic Visitors. A **decrease** of **-49%** compared to 2019 and an increase of **3%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Nova Scotia when compared to Q2 2019.
- When compared to Q2 2020, 2021 saw increases from every Province with the exception of Manitoba, the Northwest Territories, Nunavut, PEI and the Yukon.

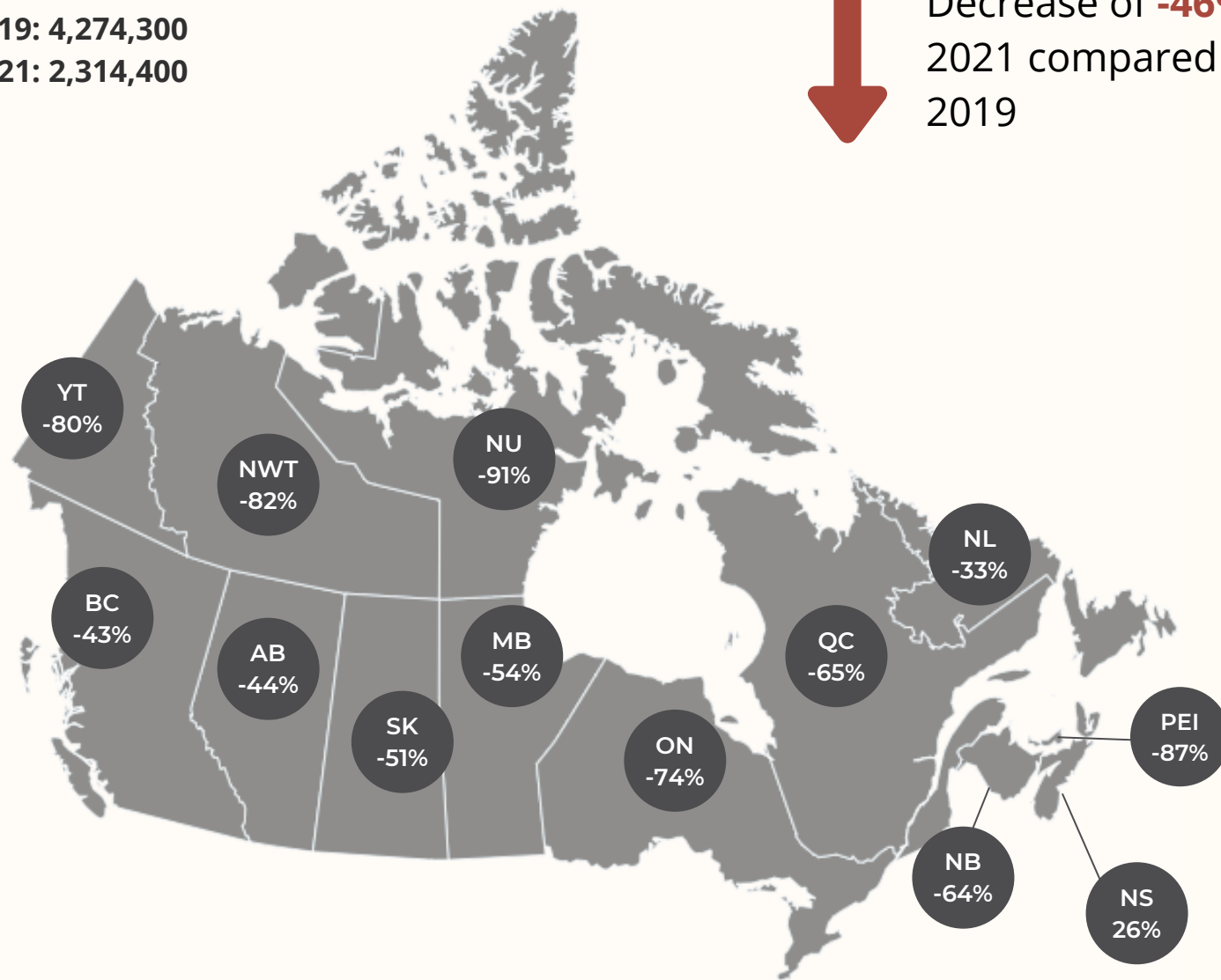
**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

### 2019 Domestic Visitation vs. 2021 Domestic Visitation

#### Quarterly visitors to British Columbia 2019 vs. 2021

2019: 4,274,300  
 2021: 2,314,400

**Canada**  
 Decrease of **-46%**  
 2021 compared to 2019

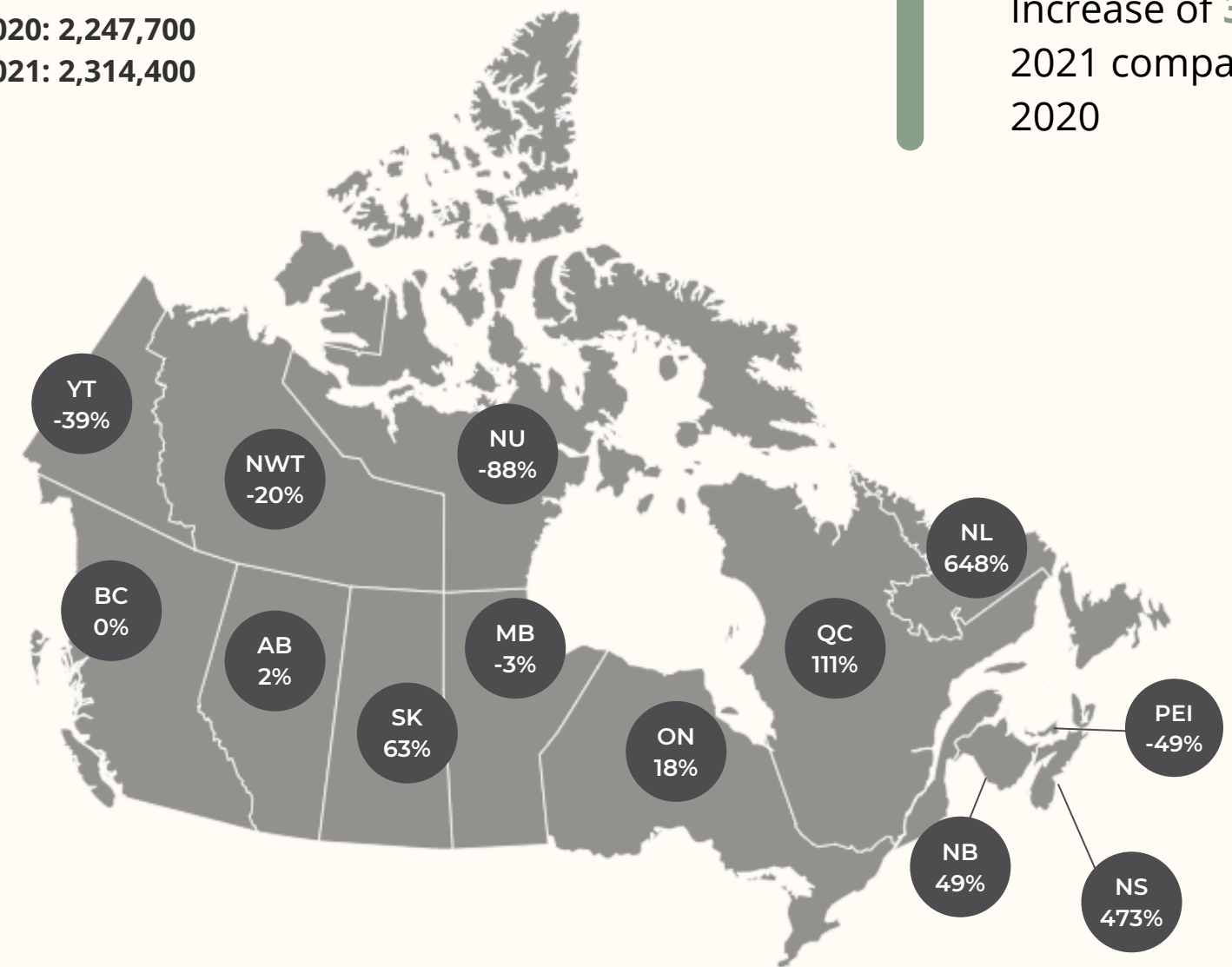


### 2020 Domestic Visitation vs. 2021 Domestic Visitation

#### Quarterly visitors to British Columbia 2020 vs. 2021

2020: 2,247,700  
 2021: 2,314,400

**Canada**  
 Increase of **3%**  
 2021 compared to 2020



\*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

**Note:** A Visitor is defined as someone who travels 60+ km from their point of origin

# Q3 2019/2020 VS. Q3 2021: DOMESTIC VISITORS BY QUARTER

## BRITISH COLUMBIA



Q3 = July | August | September  
 Note: All counts have been rounded to the nearest 100

### Overview

- In Q3 2019 British Columbia saw an average of **5,573,400** Domestic Visitors. In Q3 2020 the Province saw **5,280,100** Domestic Visitors and in Q3 2021 **3,668,300** Domestic Visitors. A **decrease** of **-34%** compared to 2019 and a decrease of **-31%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Manitoba when compared to Q3 2019.
- When compared to Q3 2020, 2021 saw increases from every Province with the exception of British Columbia, Alberta, the Northwest Territories, Nunavut, PEI and the Yukon.

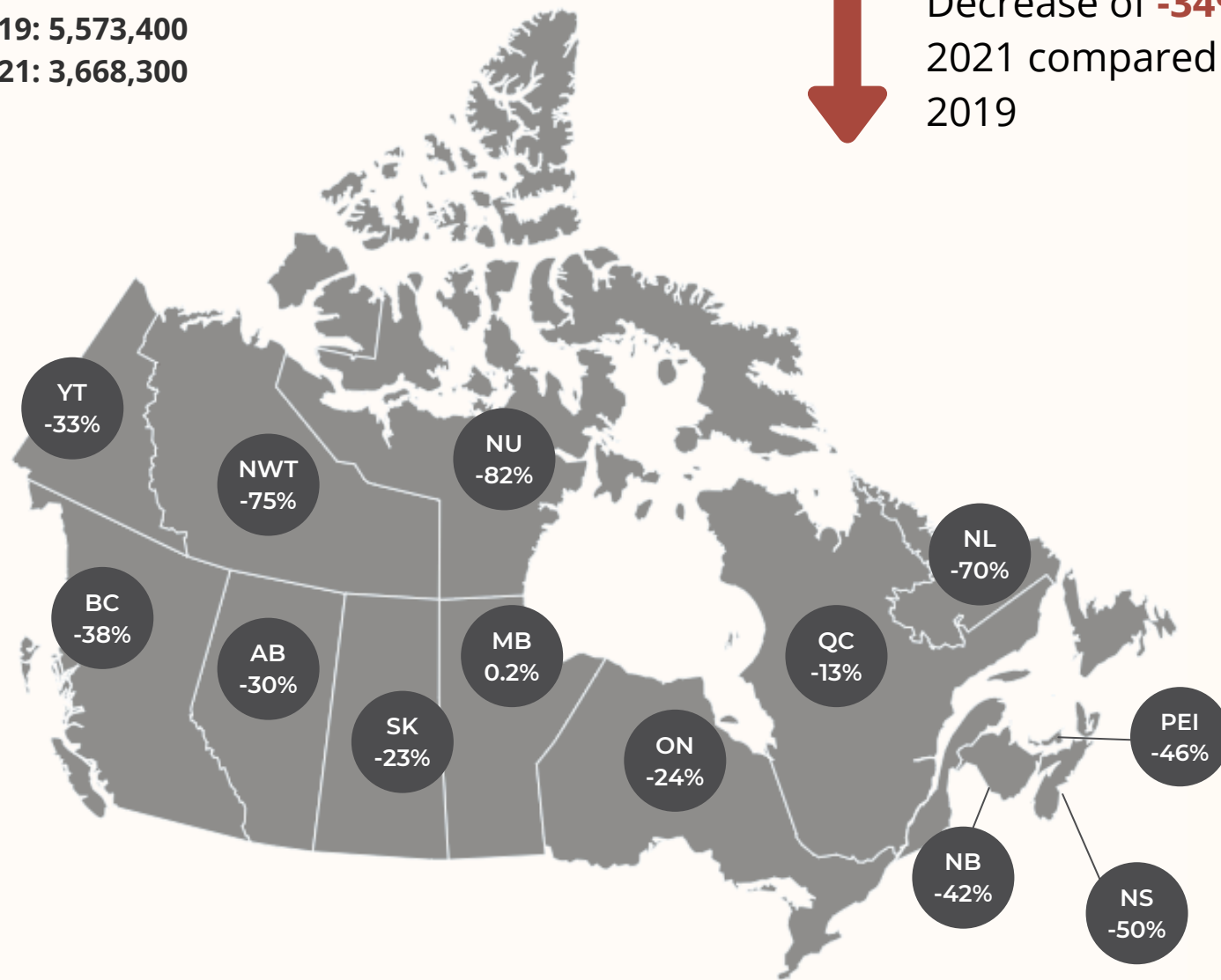
**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic and another on **July 20, 2021** as a result of severe wildfire activity.

### 2019 Domestic Visitation vs. 2021 Domestic Visitation

#### Quarterly visitors to British Columbia 2019 vs. 2021

2019: 5,573,400  
 2021: 3,668,300

**Canada**  
 Decrease of **-34%**  
 2021 compared to 2019

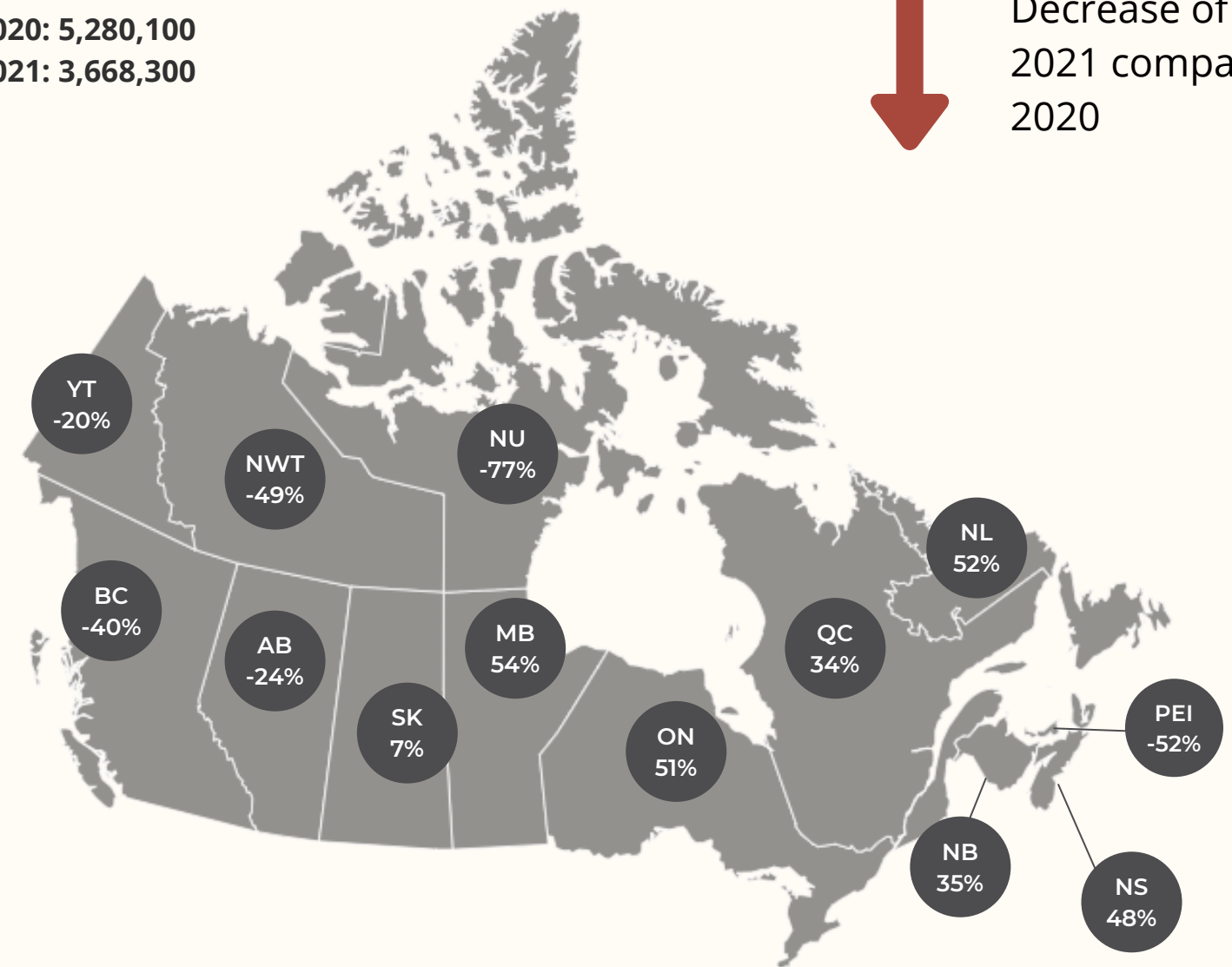


### 2020 Domestic Visitation vs. 2021 Domestic Visitation

#### Quarterly visitors to British Columbia 2020 vs. 2021

2020: 5,280,100  
 2021: 3,668,300

**Canada**  
 Decrease of **-31%**  
 2021 compared to 2020



\*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

**Note:** A Visitor is defined as someone who travels 60+ km from their point of origin



# Q4 2019/2020 VS. Q4 2021: DOMESTIC VISITORS BY QUARTER

## BRITISH COLUMBIA



Q4 = October | November | December  
 Note: All counts have been rounded to the nearest 100

### Overview

- In Q4 2019 British Columbia saw an average of **2,460,700** Domestic Visitors. In Q4 2020 the Province saw **1,822,200** Domestic Visitors and in Q4 2021 **2,185,900** Domestic Visitors. A **decrease** of **-11%** compared to 2019 and an increase of **20%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Manitoba, Nunavut, PEI and Quebec when compared to Q4 2019.
- When compared to Q4 2020, 2021 saw increases from every Province with the exception of New Brunswick and the Yukon.

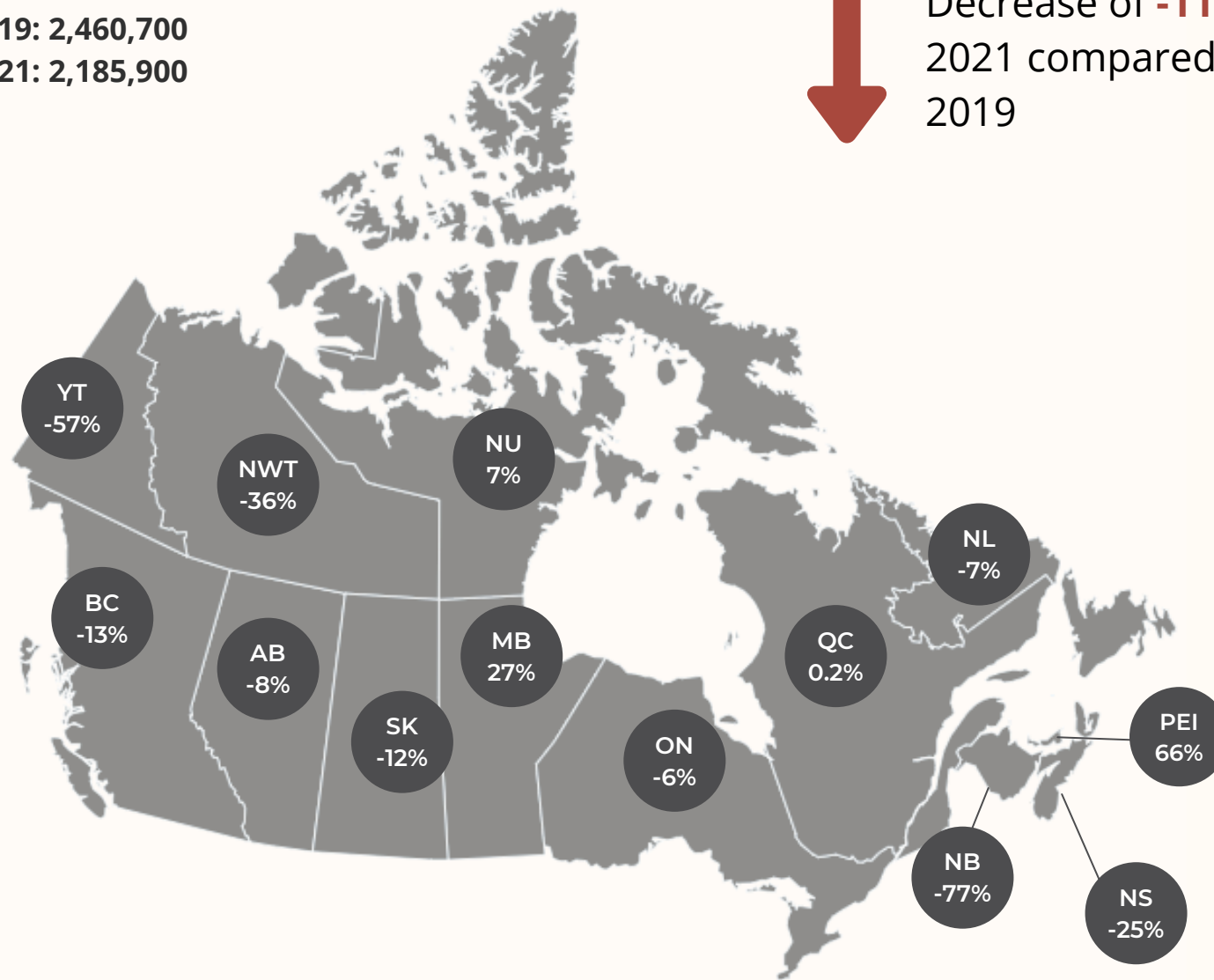
**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic and another on **November 17, 2021** as a result of severe provincial flooding.

### 2019 Domestic Visitation vs. 2021 Domestic Visitation

#### Quarterly visitors to British Columbia 2019 vs. 2021

2019: 2,460,700  
 2021: 2,185,900

**Canada**  
 Decrease of **-11%**  
 2021 compared to 2019

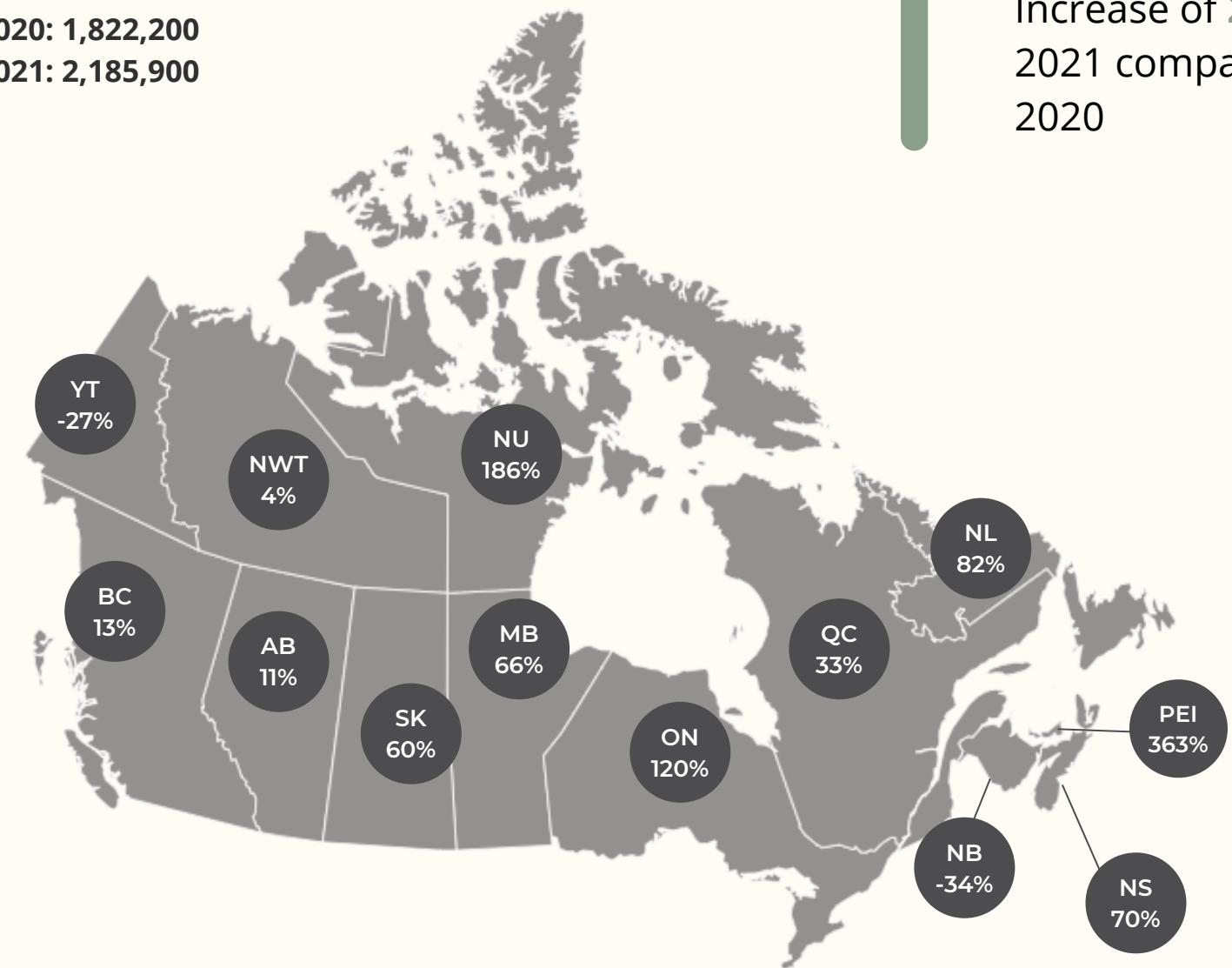


### 2020 Domestic Visitation vs. 2021 Domestic Visitation

#### Quarterly visitors to British Columbia 2020 vs. 2021

2020: 1,822,200  
 2021: 2,185,900

**Canada**  
 Increase of **20%**  
 2021 compared to 2020



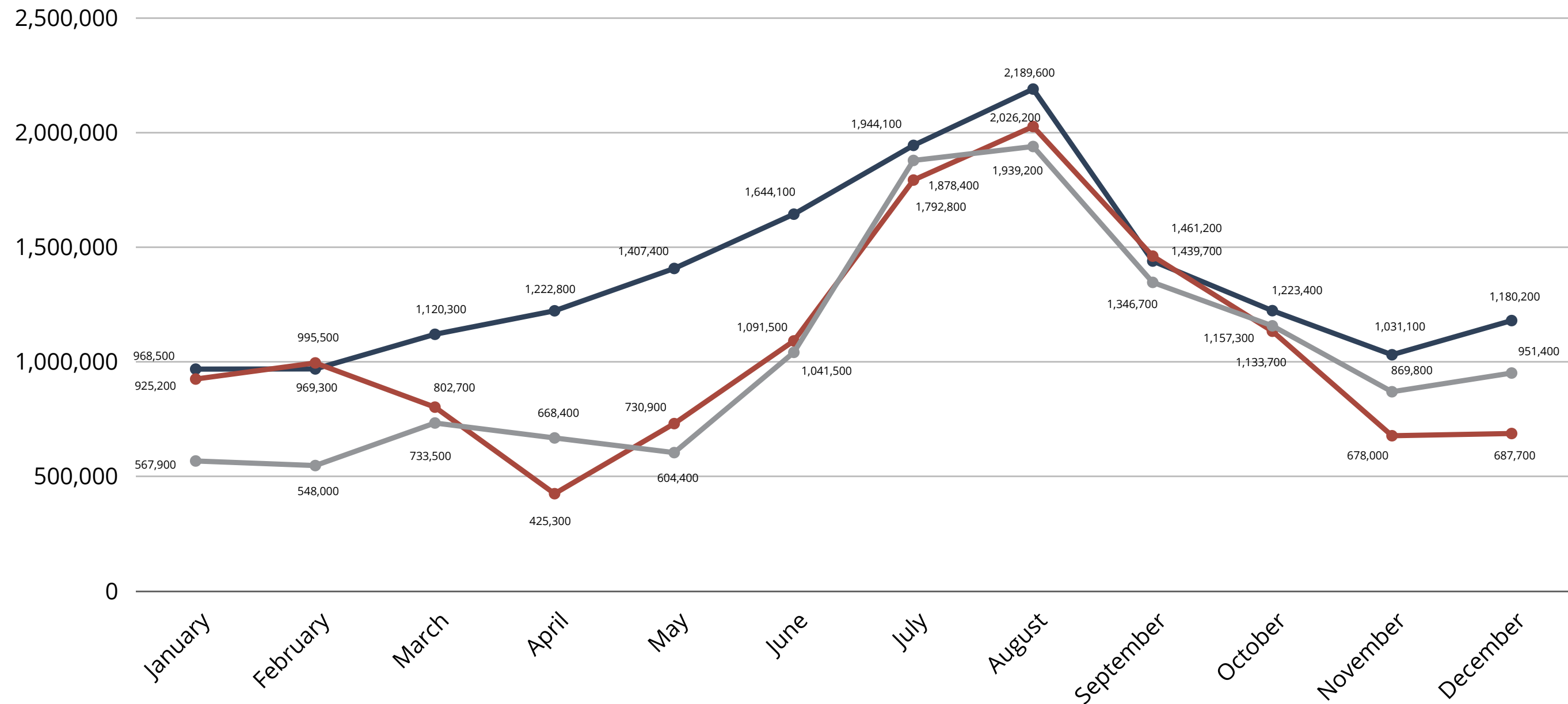
\*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

**Note:** A Visitor is defined as someone who travels 60+ km from their point of origin



# CANADIAN VISITATION

## CANADIAN VISITORS TRAVELLING TO BRITISH COLUMBIA BY MONTH



### KEY FINDINGS

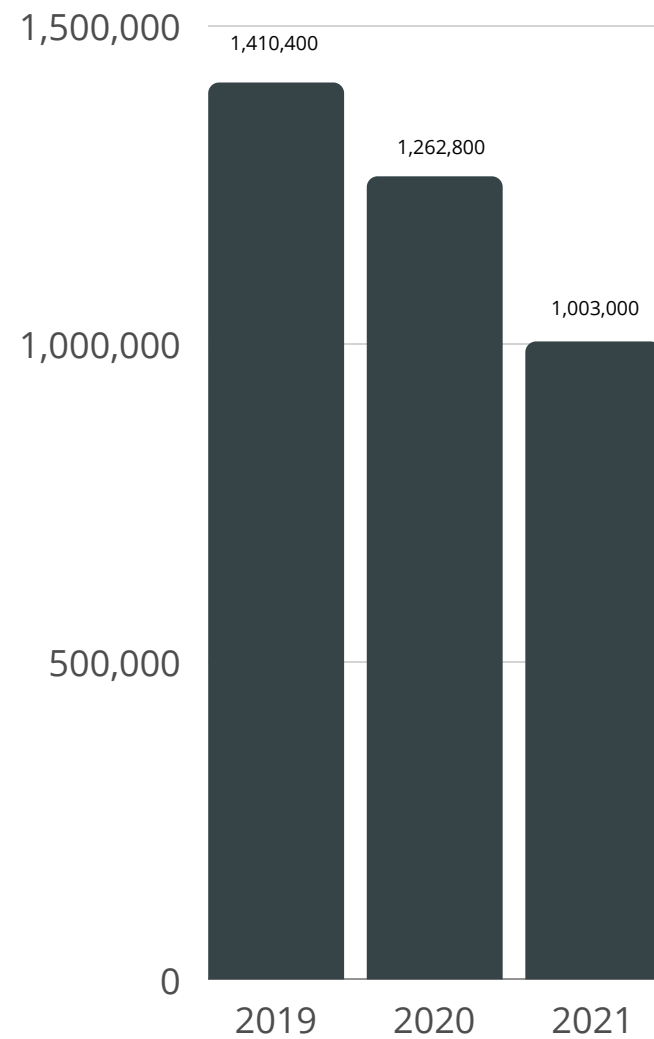
- October 2021 saw a **2%** increase compared to October 2020 and a **-5%** decrease compared to 2019.
- November 2021 saw a **28%** increase compared to November 2020 and a **-16%** decrease compared to 2019.
- December 2021 saw a **38%** increase compared to December 2020 and a **-19%** decrease compared to 2019.

# BRITISH COLUMBIA INSIGHTS

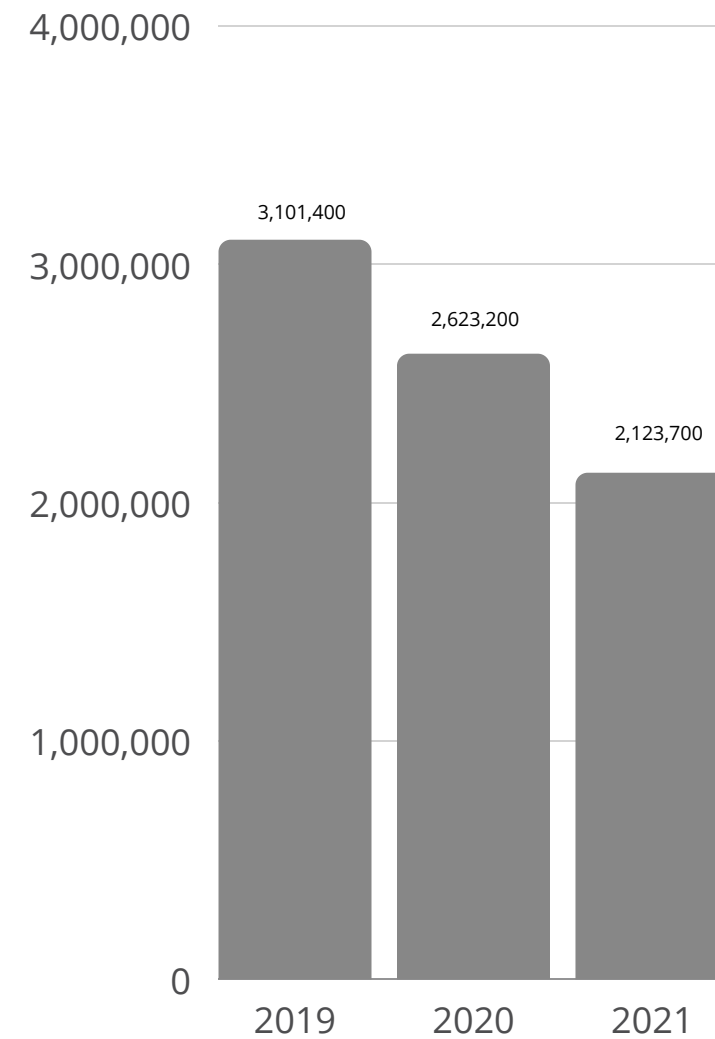
# BRITISH COLUMBIA VISITATION - Q1

## BC RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA

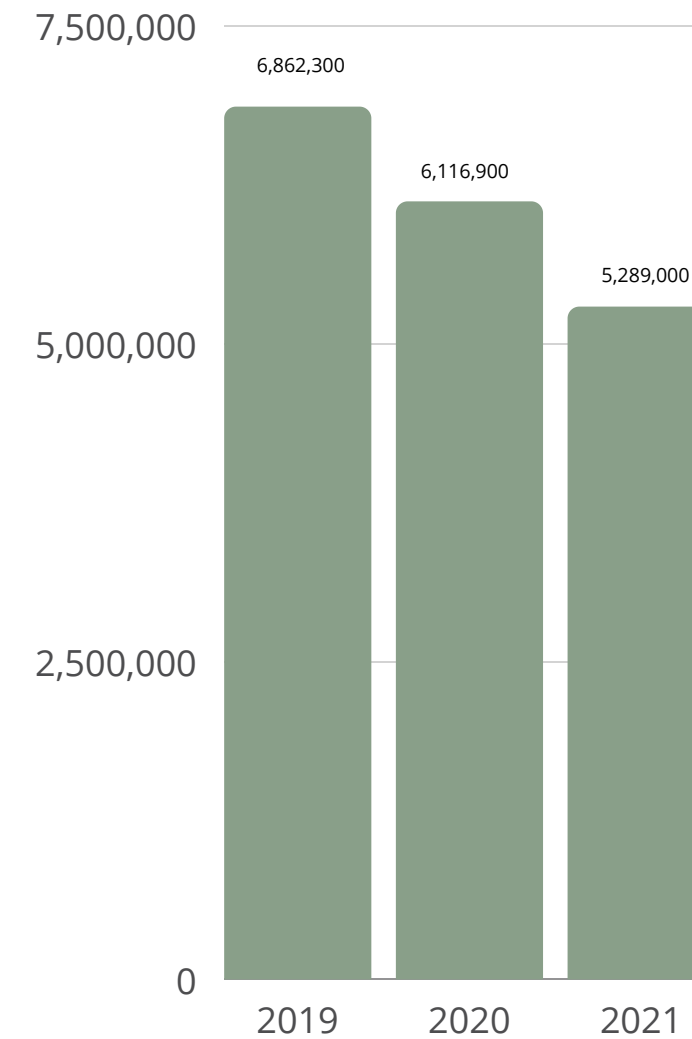
Number of Visitors to BC from BC in Q1



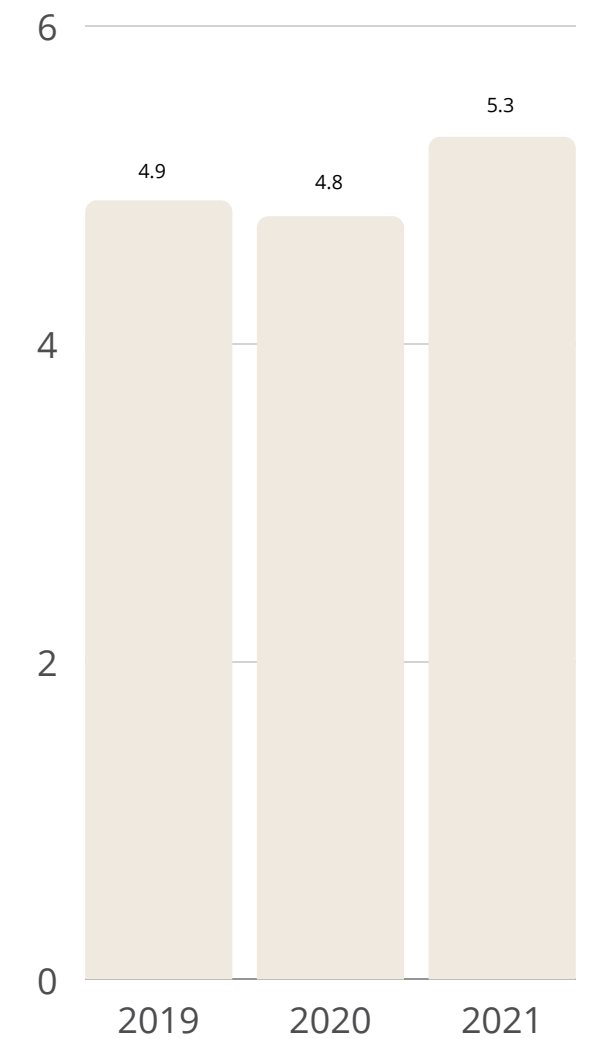
Number of Trips to BC from BC in Q1



Number of Nights Stayed in BC from BC in Q1



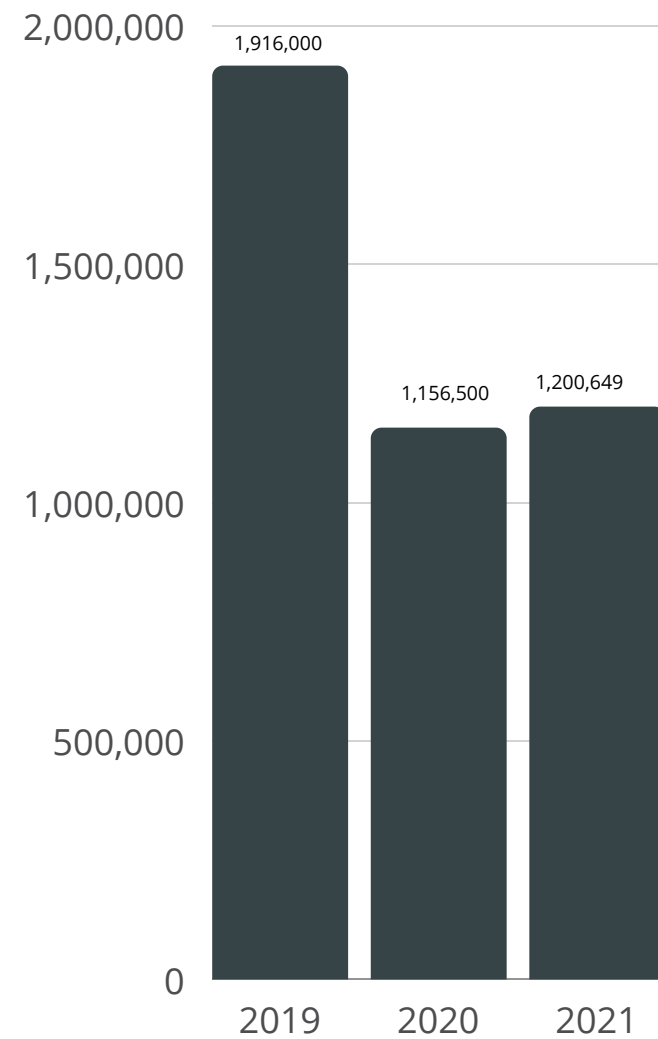
Night Stays/Visitors to BC from BC in Q1



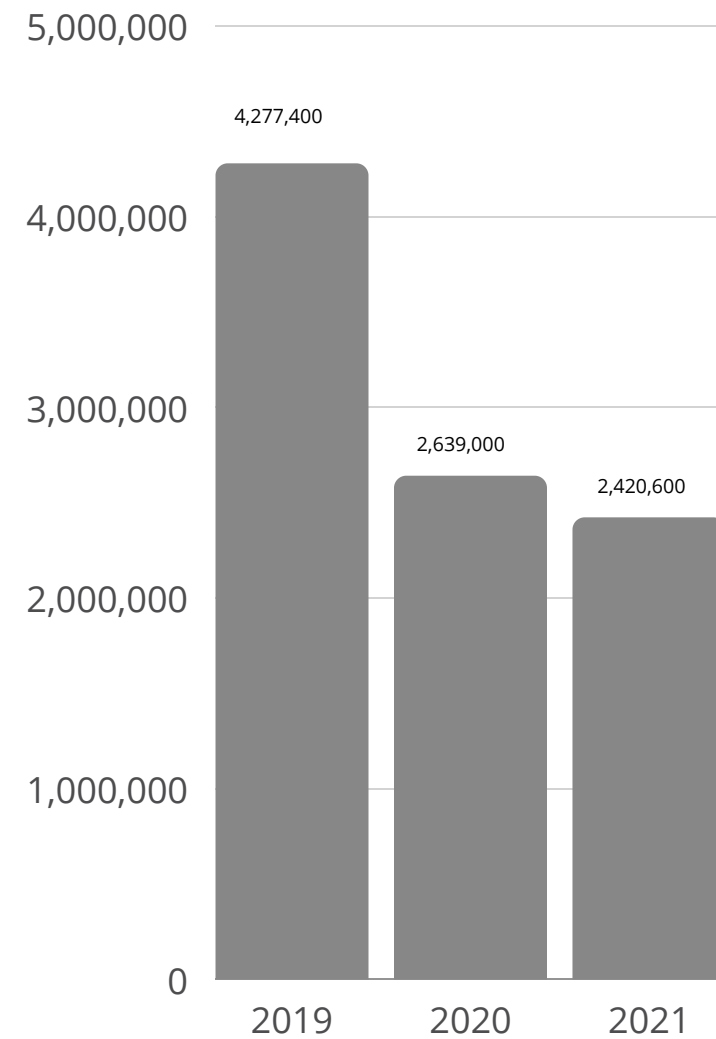
# BRITISH COLUMBIA VISITATION - Q2

## BC RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA

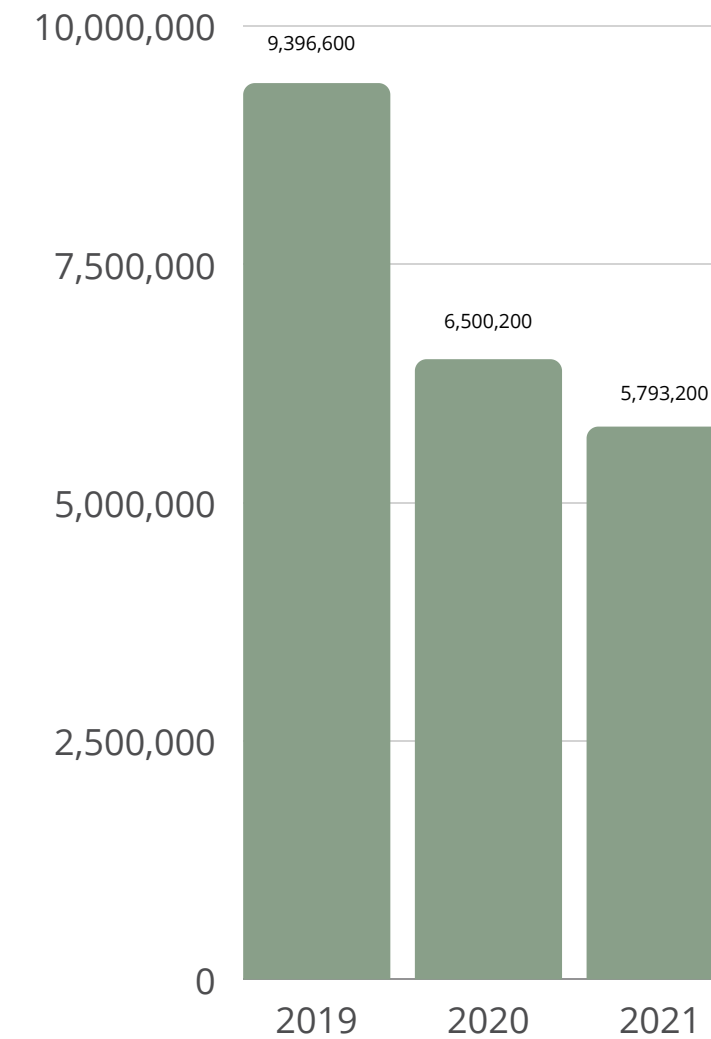
Number of Visitors to BC from BC in Q2



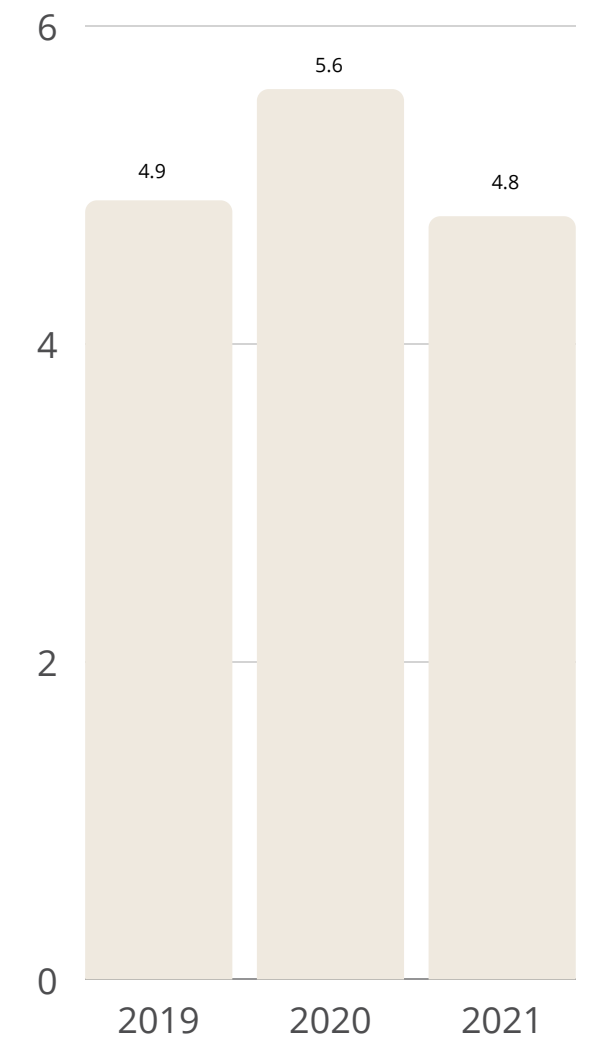
Number of Trips to BC from BC in Q2



Number of Nights Stayed in BC from BC in Q2



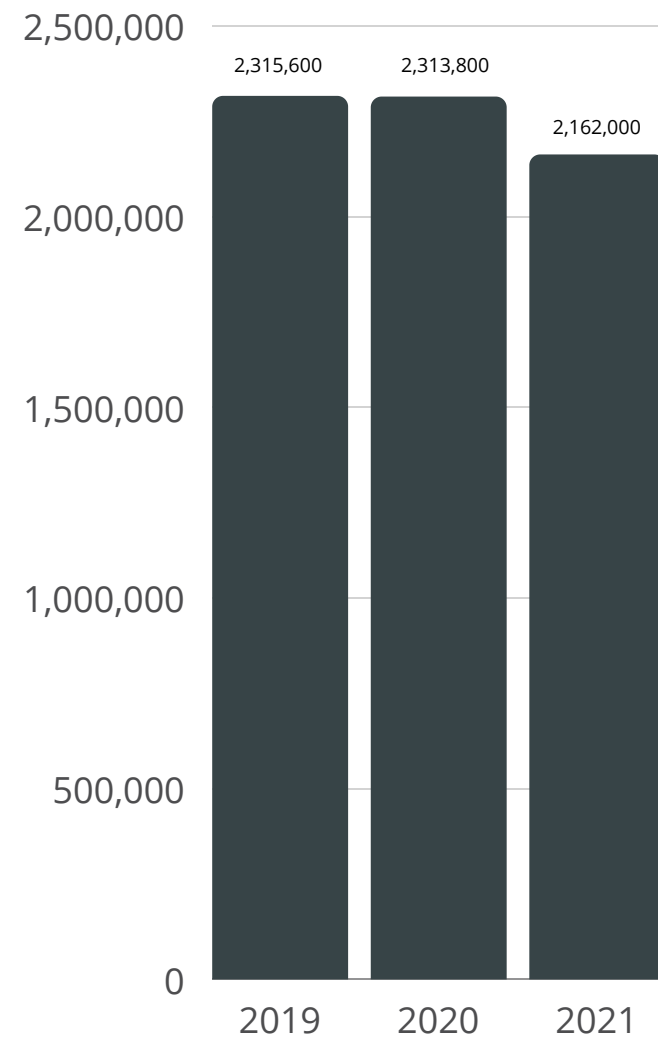
Night Stays/Visitors to BC from BC in Q2



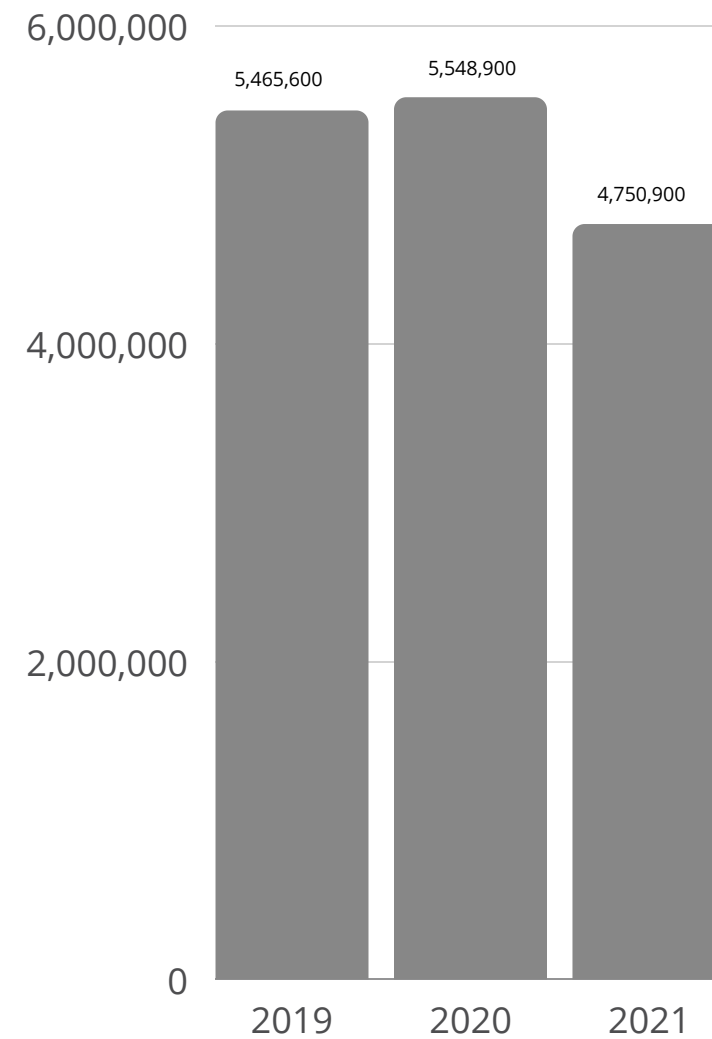
# BRITISH COLUMBIA VISITATION - Q3

## BC RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA

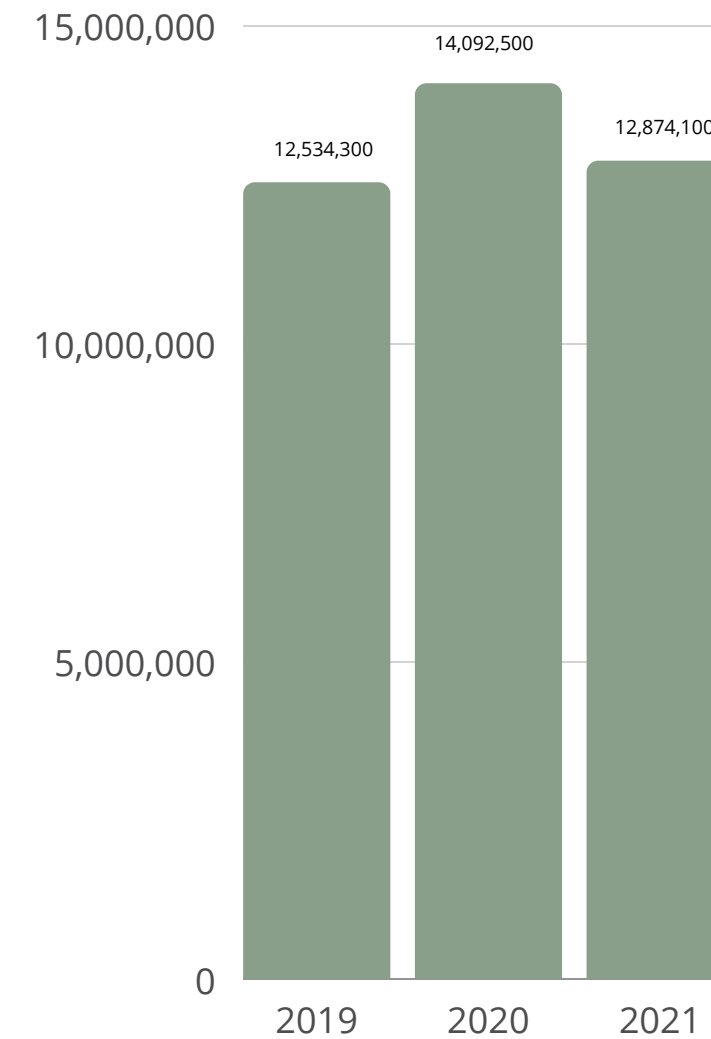
Number of Visitors to BC from BC in Q3



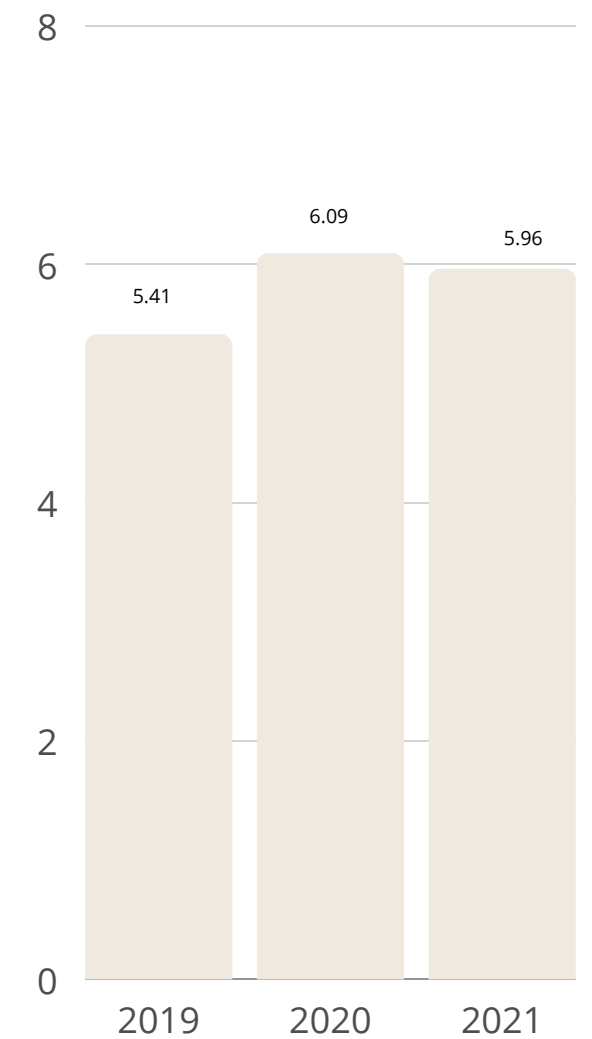
Number of Trips to BC from BC in Q3



Number of Nights Stayed in BC from BC in Q3



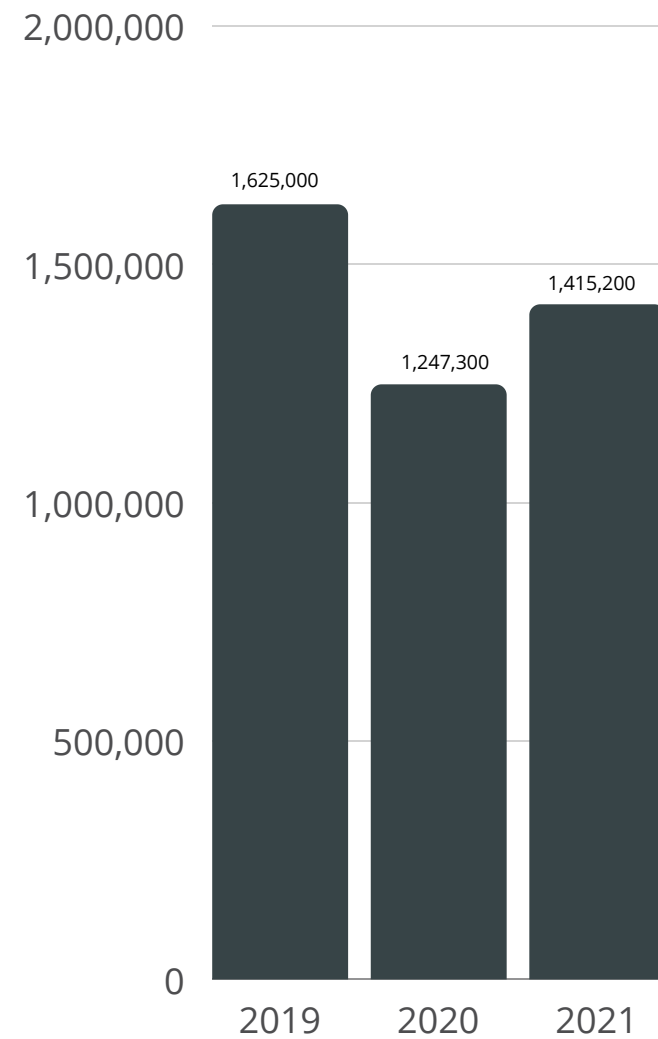
Night Stays/Visitors to BC from BC in Q3



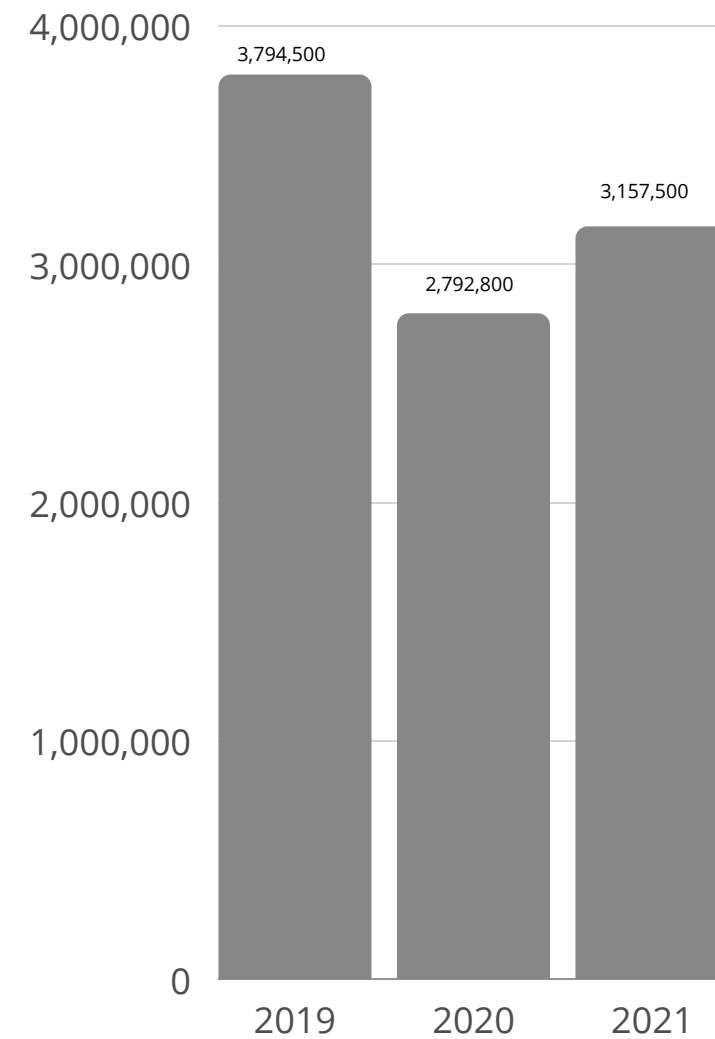
# BRITISH COLUMBIA VISITATION - Q4

## BC RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA

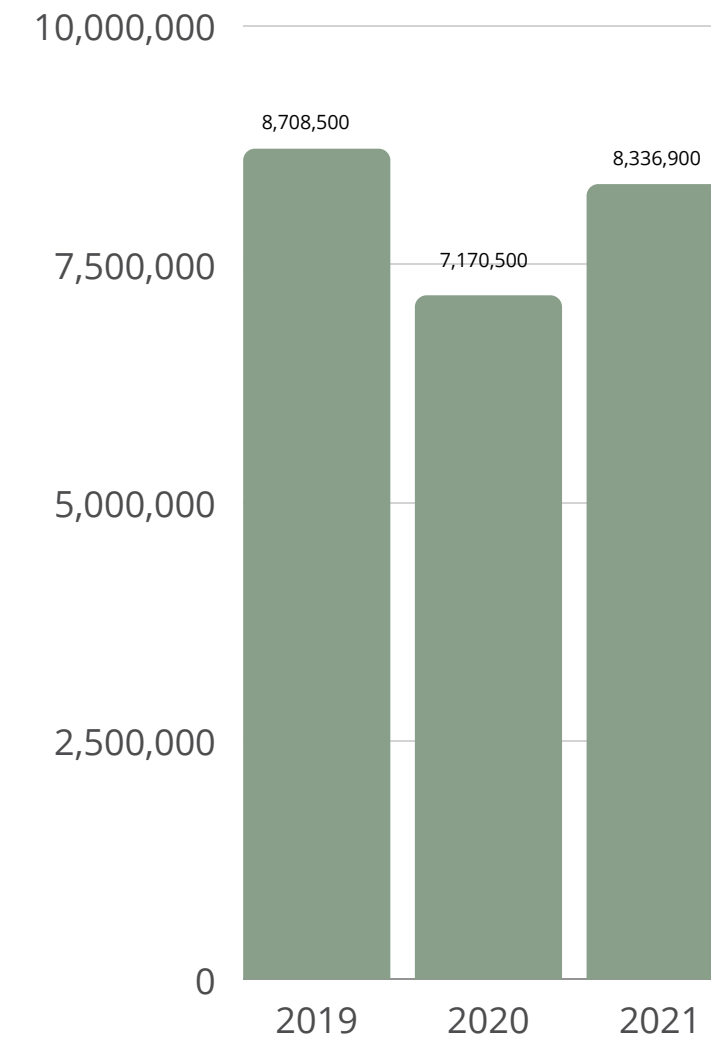
Number of Visitors to BC from BC in Q4



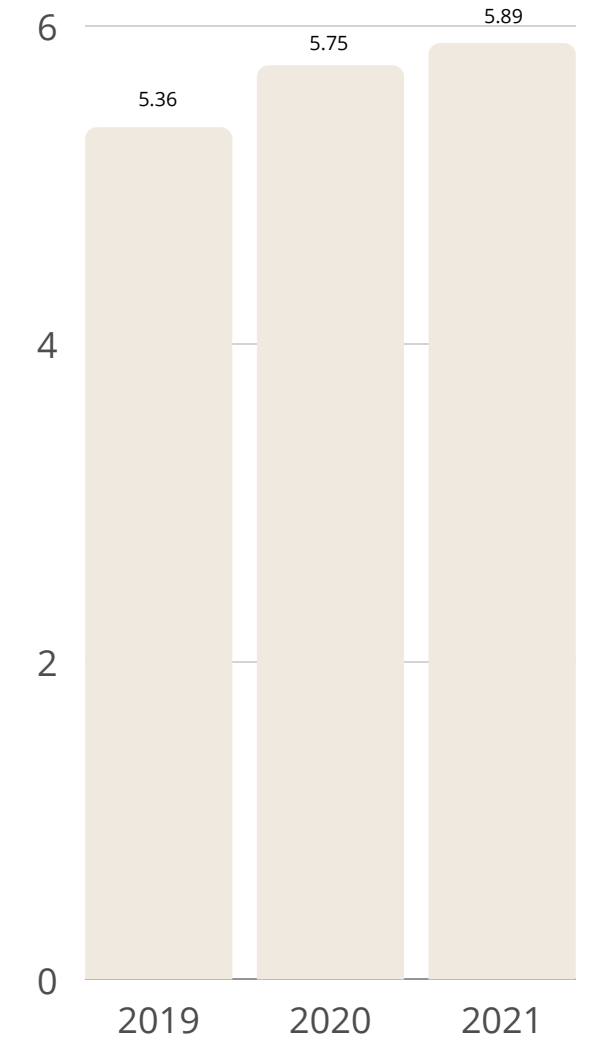
Number of Trips to BC from BC in Q4



Number of Nights Stayed in BC from BC in Q4



Night Stays/Visitors to BC from BC in Q4



# BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	171,700	Vancouver	141,300	Vancouver	110,600
Surrey	104,900	Surrey	92,000	Surrey	77,600
Kelowna	69,500	Kelowna	62,800	Abbotsford	44,300
Abbotsford	67,700	Kamloops	60,400	Kamloops	43,600
Nanaimo	66,200	Abbotsford	58,800	Kelowna	40,900
Saanich	65,410	Nanaimo	57,700	Saanich	32,500
Kamloops	63,900	Saanich	54,900	Burnaby	32,000
Burnaby	48,700	Prince George	43,400	Nanaimo	31,000
Victoria	48,100	Chilliwack	42,100	Chilliwack	30,000
Chilliwack	46,300	Victoria	40,500	Prince George	27,600



# BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q2

## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	271,300	Vancouver	151,000	Vancouver	146,100
Surrey	191,700	Surrey	114,800	Surrey	114,300
Kelowna	103,400	Abbotsford	62,000	Kamloops	60,200
Abbotsford	99,400	Kelowna	60,100	Kelowna	56,900
Kamloops	90,900	Prince George	58,400	Saanich	49,000
Saanich	89,000	Kamloops	56,100	Abbotsford	42,000
Burnaby	81,400	Burnaby	43,100	Burnaby	41,500
Nanaimo	73,300	Saanich	40,800	Nanaimo	36,800
Richmond	70,800	Chilliwack	40,400	Prince George	35,600
Victoria	65,200	Richmond	37,100	Richmond	34,800

# BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q3

## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	359,300	Vancouver	410,400	Vancouver	239,900
Surrey	261,000	Surrey	317,600	Surrey	187,400
Abbotsford	127,100	Abbotsford	129,400	Burnaby	76,100
Kelowna	123,700	Burnaby	122,200	Kelowna	70,900
Burnaby	110,800	Kelowna	116,200	Saanich	68,900
Saanich	105,300	Richmond	107,500	Richmond	66,300
Kamloops	102,500	Kamloops	99,100	Abbotsford	64,300
Richmond	97,500	Saanich	95,800	Kamloops	59,700
Langley	84,200	Langley	92,900	Langley	55,300
Nanaimo	81,800	Coquitlam	90,800	Coquitlam	53,400

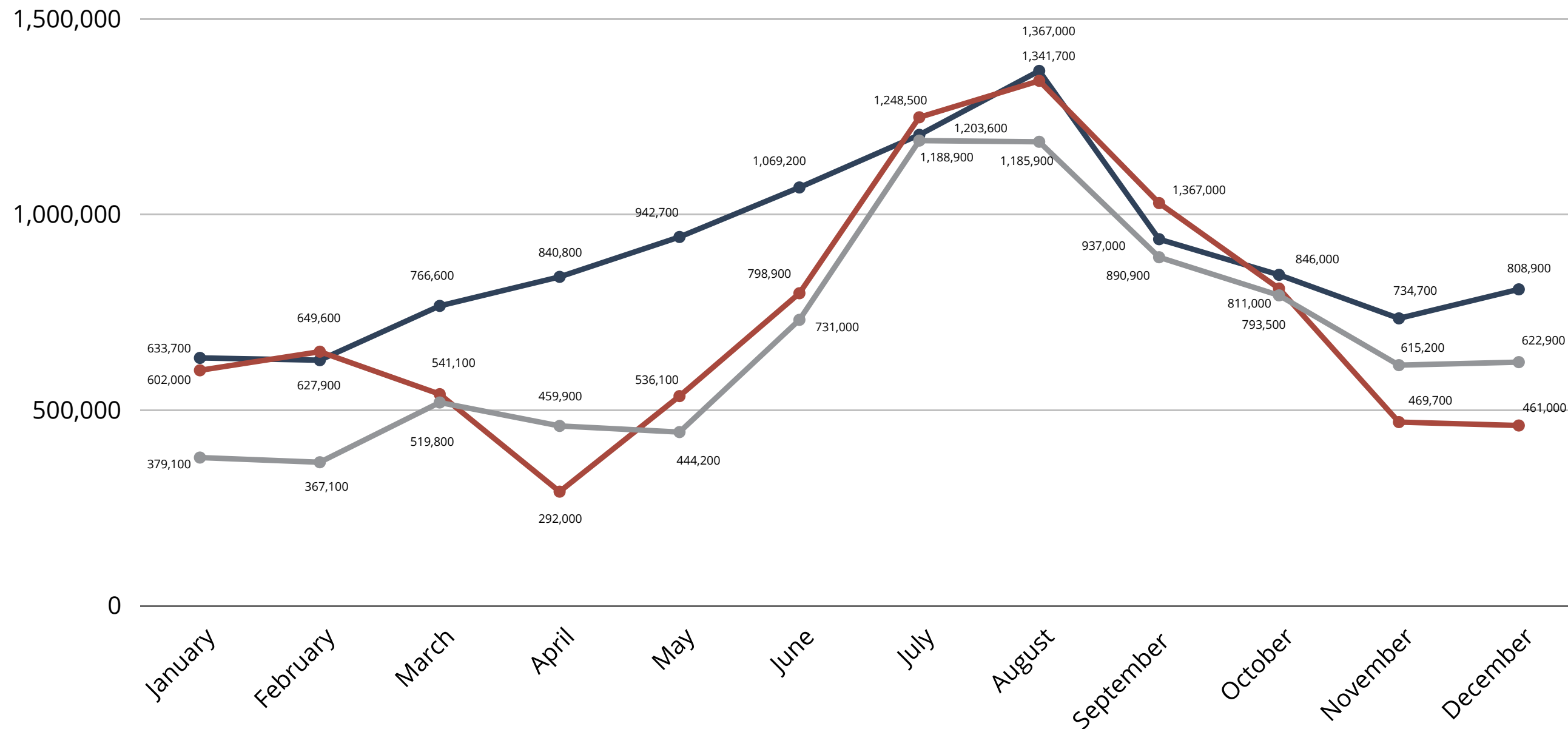
# BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q4

## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	143,400	Vancouver	127,300	Vancouver	126,900
Surrey	100,500	Surrey	87,400	Surrey	93,700
Abbotsford	67,100	Abbotsford	48,200	Kamloops	50,800
Saanich	53,200	Kelowna	37,800	Kelowna	50,000
Kelowna	52,000	Kamloops	37,400	Abbotsford	48,100
Nanaimo	49,000	Saanich	35,000	Saanich	42,500
Kamloops	48,300	Burnaby	34,200	Burnaby	38,300
Burnaby	43,800	Richmond	29,100	Nanaimo	36,700
Victoria	42,300	Prince George	28,500	Prince George	34,900
Chilliwack	39,300	Chilliwack	28,500	Chilliwack	33,500

# BRITISH COLUMBIA VISITATION

## BC VISITORS TRAVELLING WITHIN BC BY MONTH

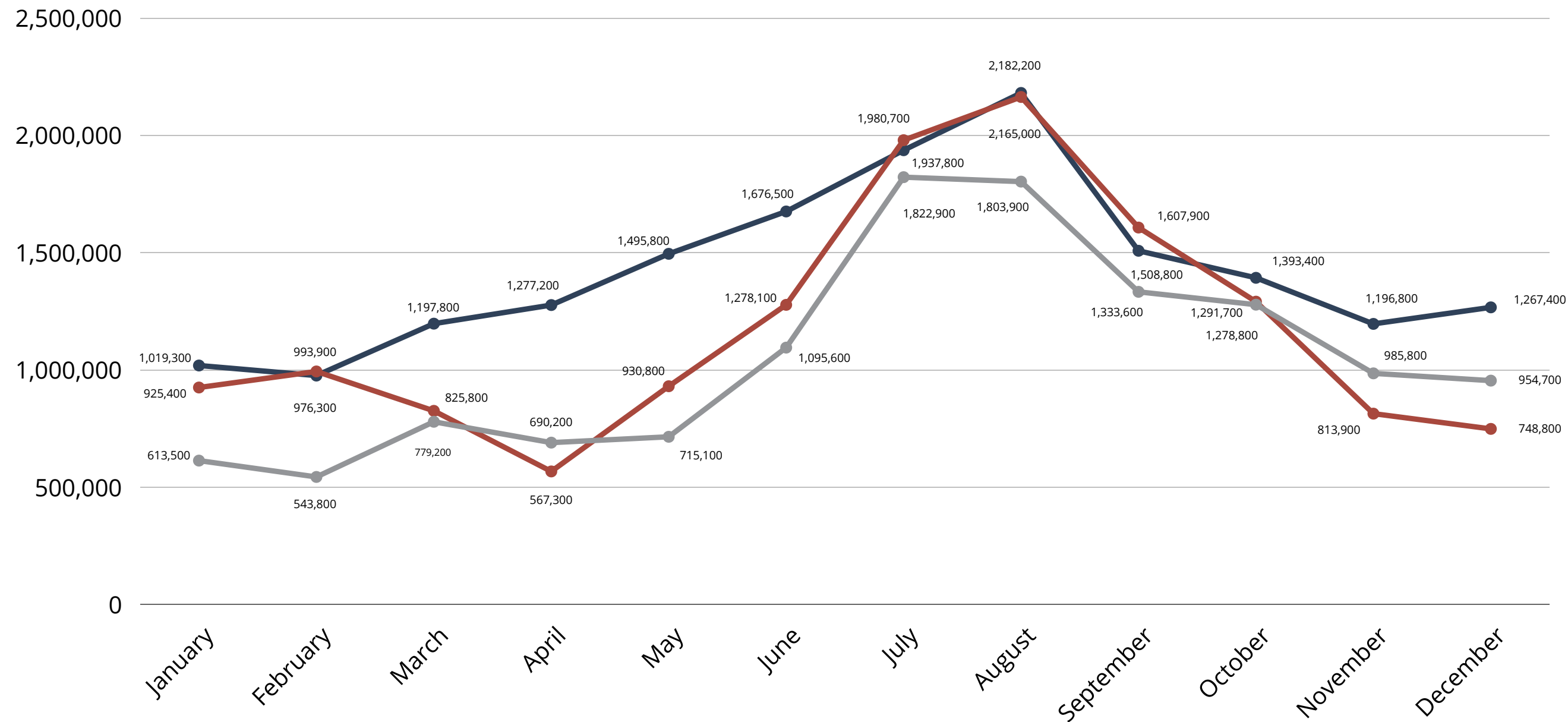


### KEY FINDINGS

- October 2021 saw a **-2%** decrease compared to October 2020 and a **-6%** decrease compared to 2019.
- November 2021 saw a **31%** increase compared to November 2020 and a **-16%** decrease compared to 2019.
- December 2021 saw a **35%** increase compared to December 2020 and a **-23%** decrease compared to 2019.

# BRITISH COLUMBIA VISITATION

## BC TRIPS WITHIN BC BY MONTH

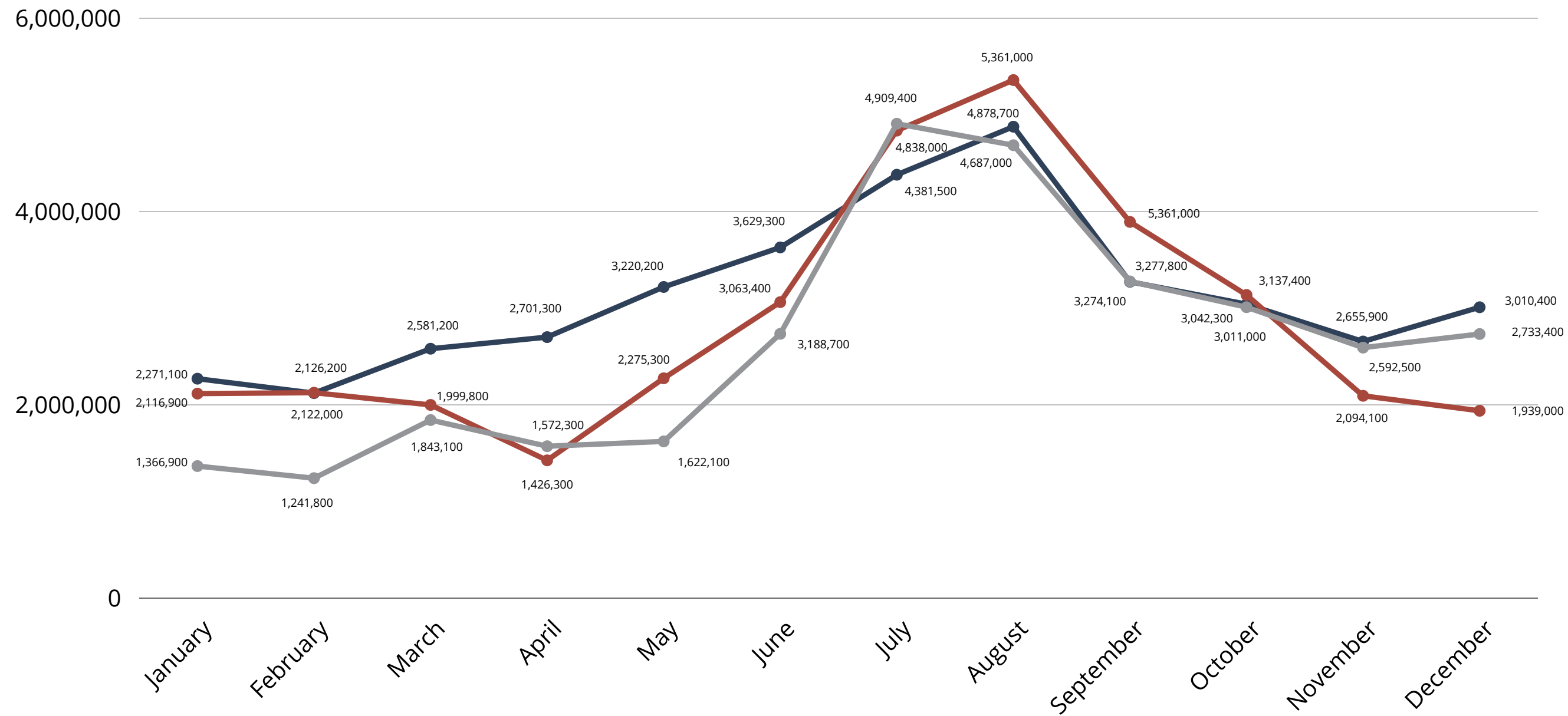


### KEY FINDINGS

- October 2021 saw a **-1%** decrease compared to October 2020 and a **-8%** decrease compared to 2019.
- November 2021 saw a **21%** increase compared to November 2020 and a **-18%** decrease compared to 2019.
- December 2021 saw a **27%** increase compared to December 2020 and a **-25%** decrease compared to 2019.

# BRITISH COLUMBIA VISITATION

## BC OVERNIGHT STAYS WITHIN BC BY MONTH

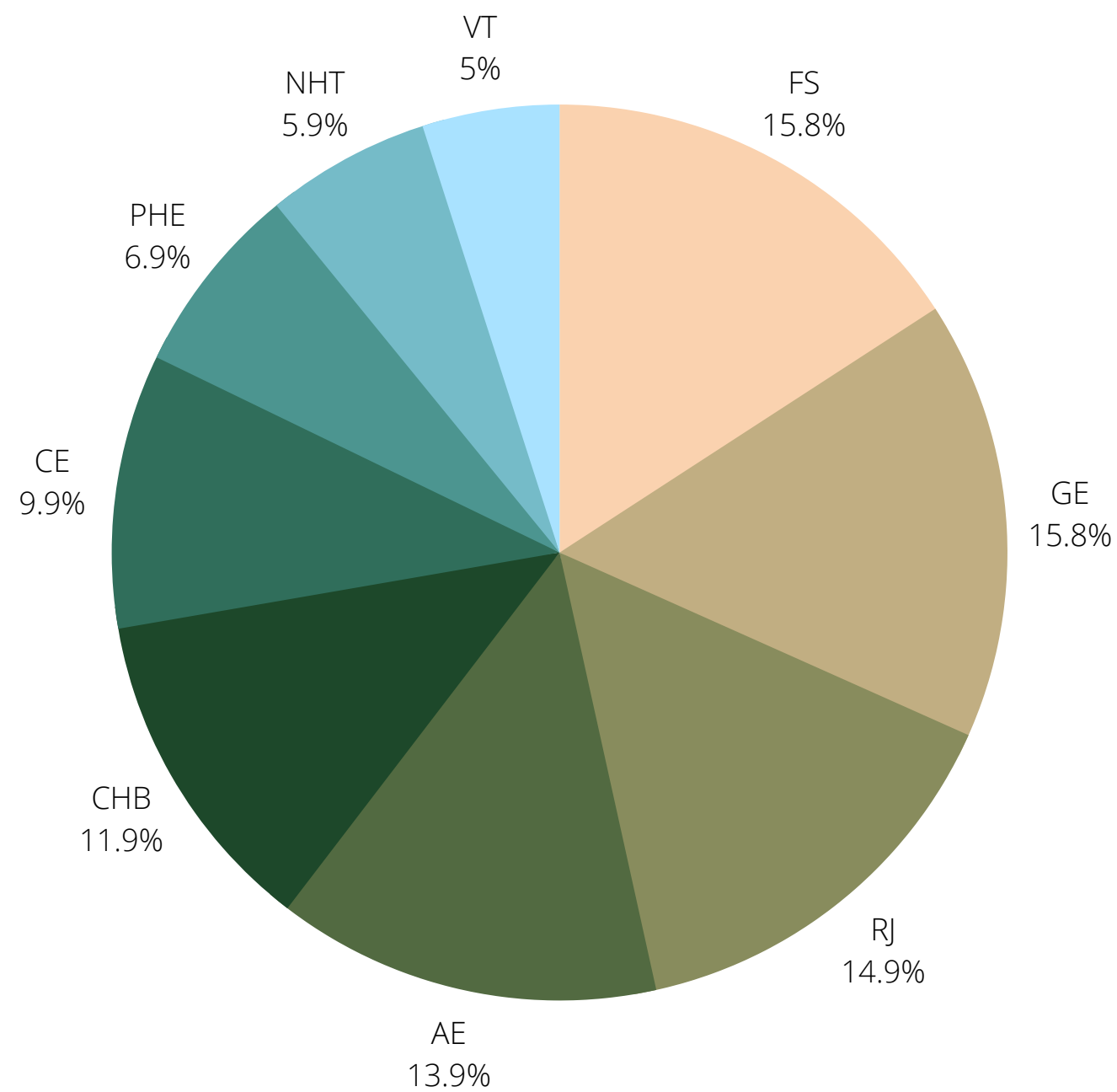


### KEY FINDINGS

- October 2021 saw a **-4%** decrease compared to October 2020 and a **-1%** decrease compared to 2019.
- November 2021 saw a **24%** increase compared to November 2020 and a **-2%** decrease compared to 2019.
- December 2021 saw a **41%** increase compared to December 2020 and a **-9%** decrease compared to 2019.

# 2021 BRITISH COLUMBIA EQ COMPOSITION

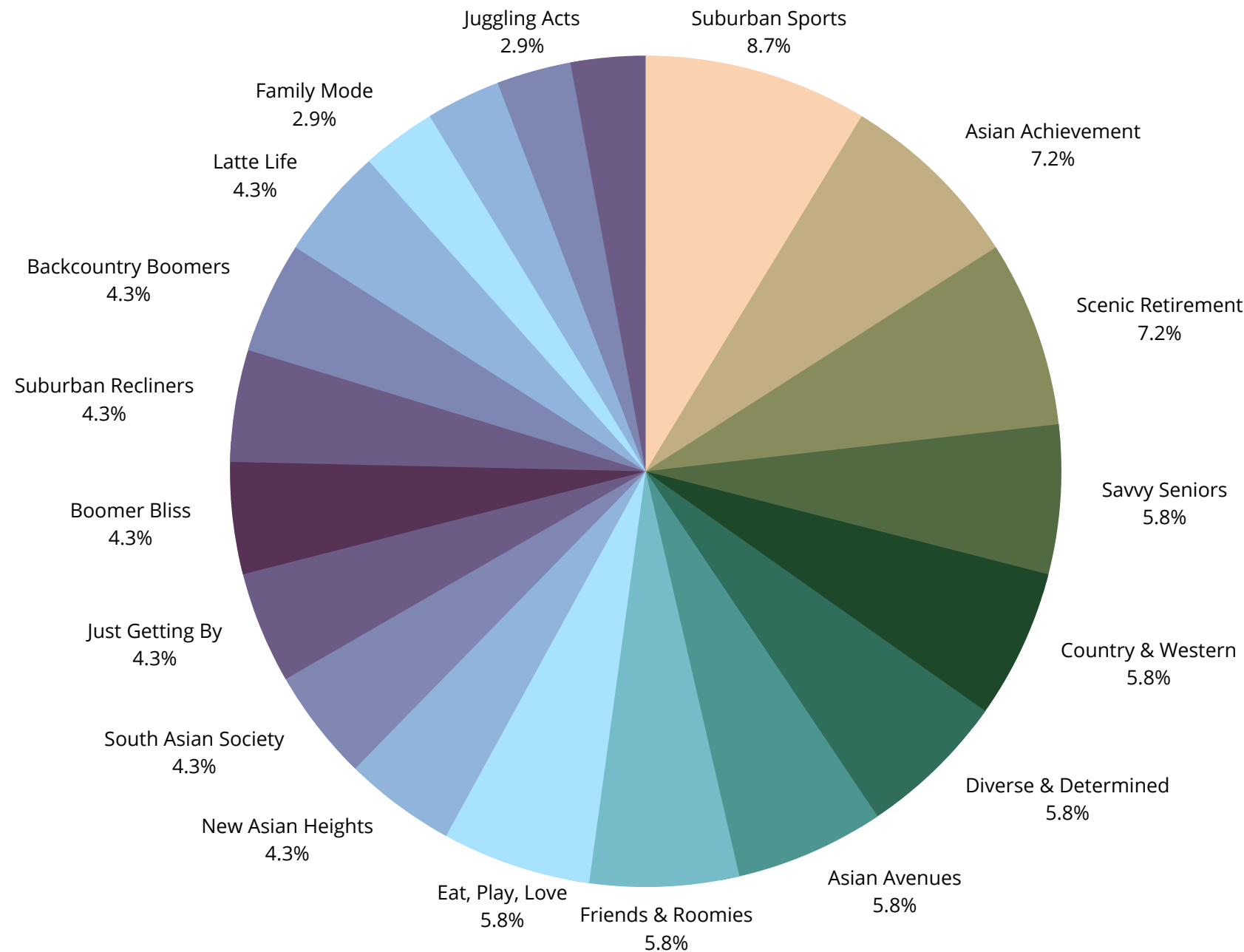
## BY HOUSEHOLD AND POPULATION COUNT



EQ TYPE	HOUSEHOLD COUNT	POPULATION COUNT
Free Spirits (FS)	323,033 (16%)	1,029,520 (20%)
Gentle Explorers (GE)	320,030 (16%)	783,446 (15%)
Rejuvenators (RJ)	296,119 (15%)	721,800 (14%)
Authentic Experiencers (AE)	276,802 (14%)	732,081 (14%)
Cultural History Buffs (CHB)	243,289 (12%)	468,665 (9%)
Cultural Explorers (CE)	200,674 (10%)	398,769 (8%)
Personal History Explorers (PHE)	147,316 (7%)	403,882 (8%)
No Hassle Travellers (NHT)	118,852 (6%)	334,368 (7%)
Virtual Travellers (VT)	92,619 (5%)	229,734 (5%)

# 2021 BRITISH COLUMBIA PRIZM COMPOSITION

## TOP 20 SEGMENTS BY HOUSEHOLD AND POPULATION COUNT



PRIZM Segment	Household Count	Population Count
Suburban Sports	122,632 (6%)	362,405 (7%)
Asian Achievement	94,893 (5%)	297,724 (6%)
Scenic Retirement	93,530 (5%)	212,599 (4%)
Savvy Seniors	89,521 (4%)	193,136 (4%)
Country & Western	85,872 (4%)	205,921 (4%)
Diverse & Determined	84,842 (4%)	176,314 (3%)
Asian Avenues	80,351 (4%)	242,774 (5%)
Friends & Roomies	73,154 (4%)	139,123 (3%)
Eat, Play, Love	73,122 (4%)	127,270 (2%)
New Asian Heights	70,149 (3%)	141,066 (3%)
South Asian Society	69,211 (3%)	261,544 (5%)
Just Getting By	64,348 (3%)	119,593 (2%)
Boomer Bliss	63,809 (3%)	163,285 (3%)
Suburban Recliners	57,976 (3%)	116,425 (2%)
Backcountry Boomers	55,024 (3%)	123,109 (2%)
Latte Life	54,307 (3%)	88,790 (2%)
Family Mode	50,010 (2%)	152,262 (3%)
Mature & Secure	45,943 (2%)	139,619 (3%)
Juggling Acts	43,742 (2%)	105,997 (2%)
Down to Earth	40,197 (2%)	99,666 (2%)



# JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

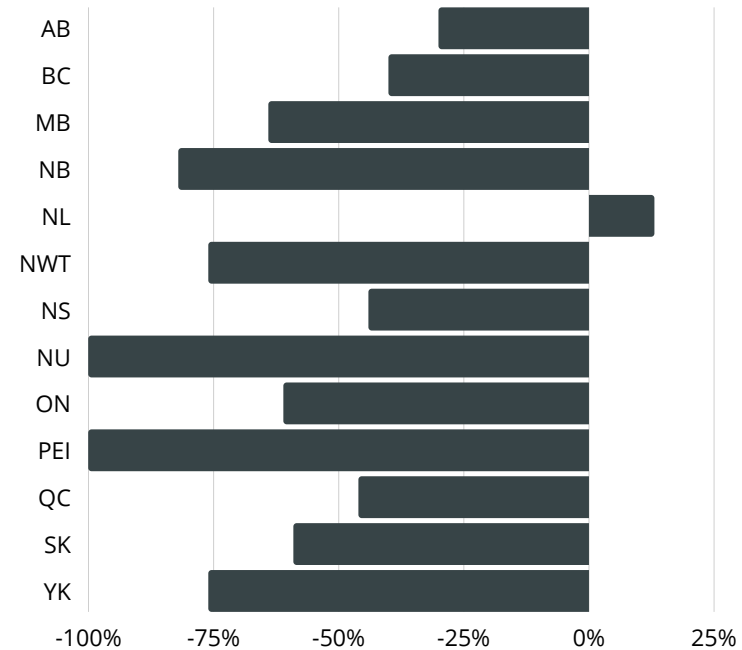
- The number of visits to British Columbia from Canadian travellers dropped by **-41%** when comparing January 2019 to January 2021.
  - Trips decreased by **-40%** and Overnight Stays decreased by **-39%** from January 2019 to January 2021.
- The number of visits to British Columbia from Canadian travellers dropped by **-39%** when comparing January 2020 to January 2021.
  - Trips decreased by **-33%** and Overnight Stays decreased by **-34%** from January 2020 to January 2021.
- Visits to British Columbia from Newfoundland increased in January 2021 when compared to January 2019.
- All Provinces decreased when comparing January 2020 to January 2021.

### January 2019 Provincial and National Visitation

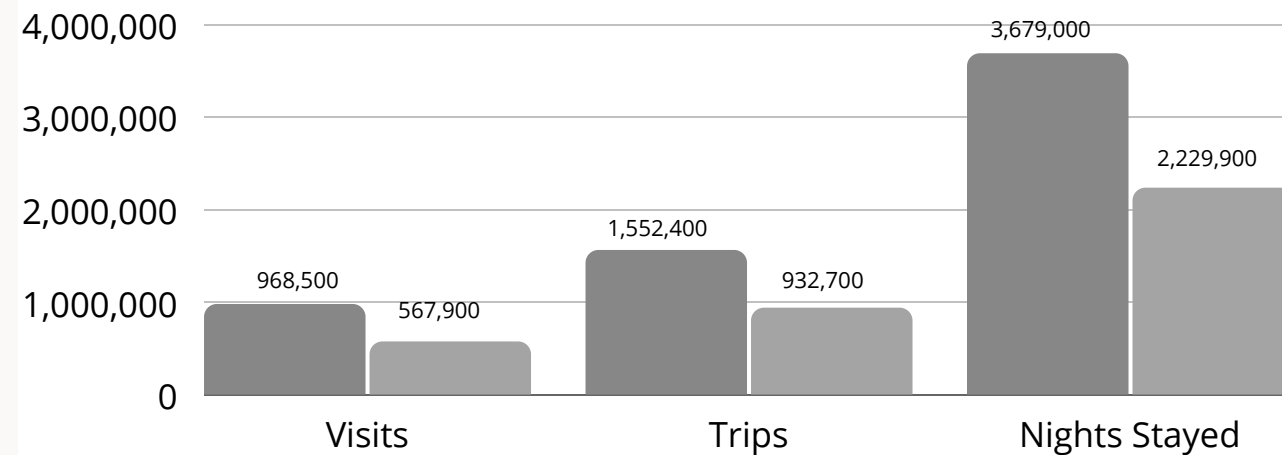
#### Canadian Visitation

- Canadian Visits to BC decreased by **-41%** from 968,500 in January 2019 to 567,900 in 2021.
- Canadian Trips to BC decreased by **-40%** from 1,552,400 in January 2019 to 932,700 in 2021.
- Canadian Night Stays in BC decreased by **-39%** from 3,679,000 in January 2019 to 2,229,900 in 2021.

#### Provincial Visits to British Columbia January 2019 vs. January 2021



#### Canadian Visitation to British Columbia- January 2019/2021

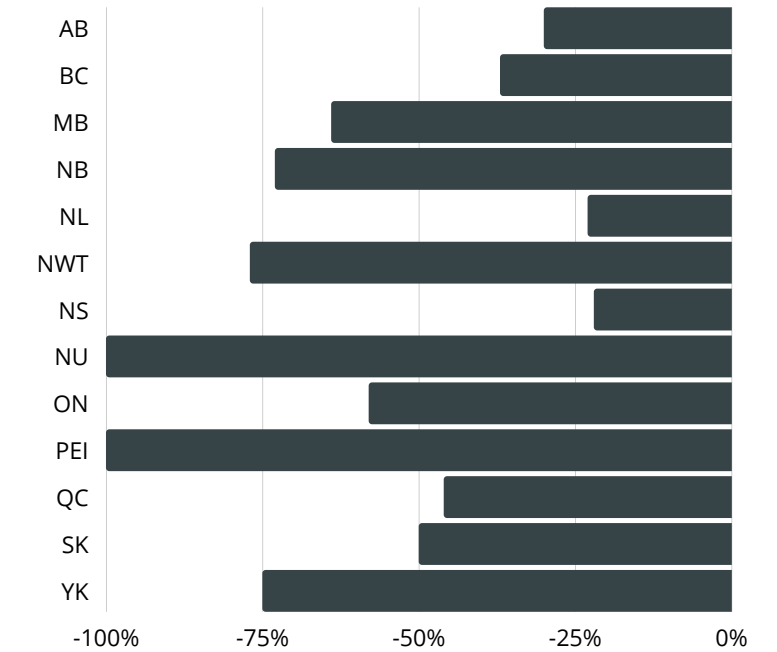


### January 2020 Provincial and National Visitation

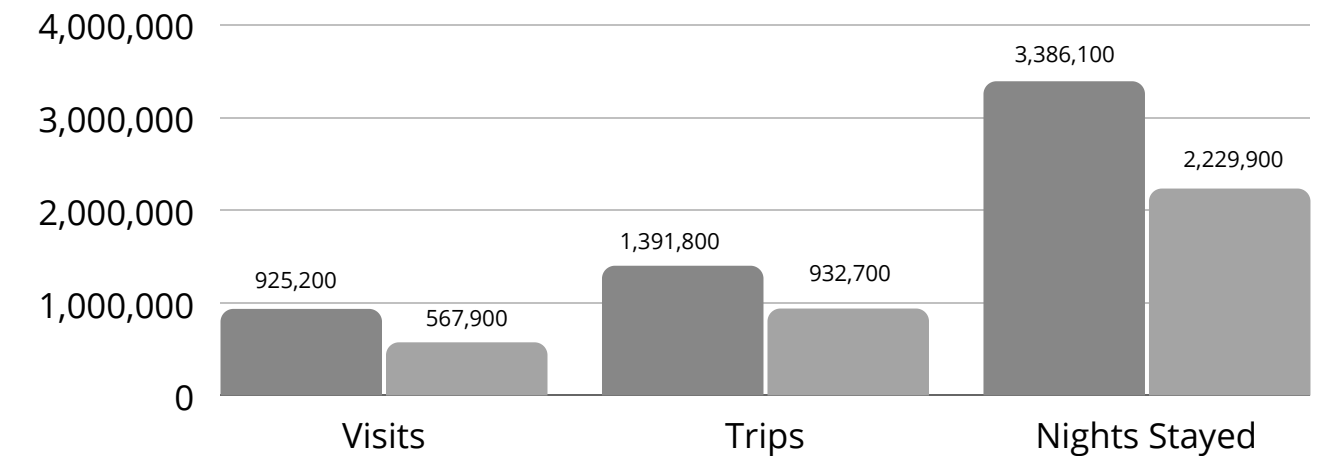
#### Canadian Visitation

- Canadian Visits to BC decreased by **-39%** from 925,200 in January 2020 to 567,900 in 2021.
- Canadian Trips to BC decreased by **-33%** from 1,391,800 in January 2020 to 932,700 in 2021.
- Canadian Night Stays in BC decreased by **-34%** from 3,386,100 in January 2020 to 2,229,900 in 2021.

#### Provincial Visits to British Columbia January 2020 vs. January 2021



#### Canadian Visitation to British Columbia- January 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020 to January 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

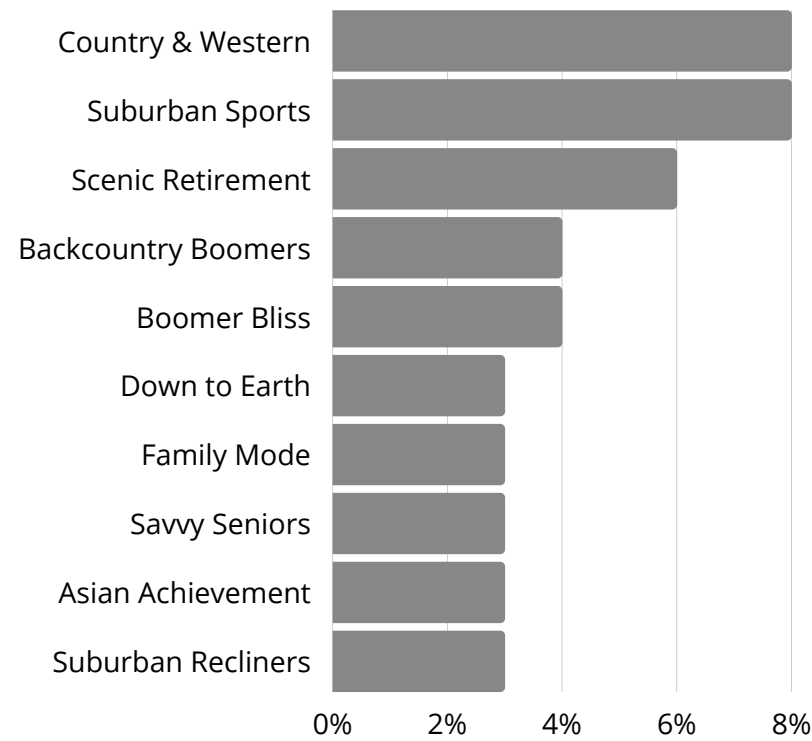
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in January 2019 and January 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both Jan 2019 and 2021

### January 2019 BC Visits to BC by PRIZM Segment

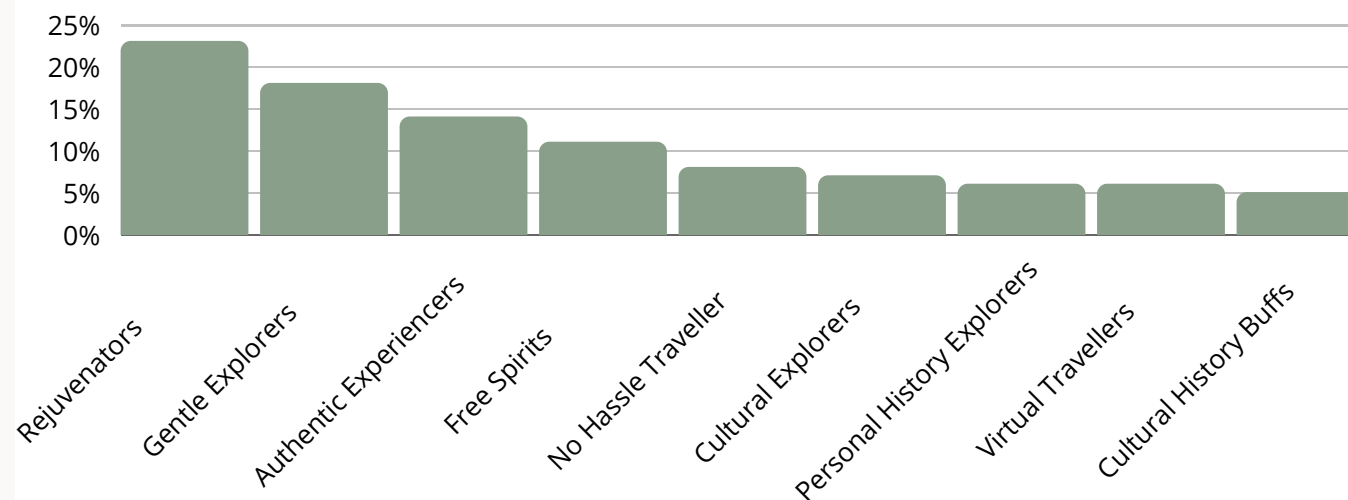
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



### January 2019 Visits by EQ Type

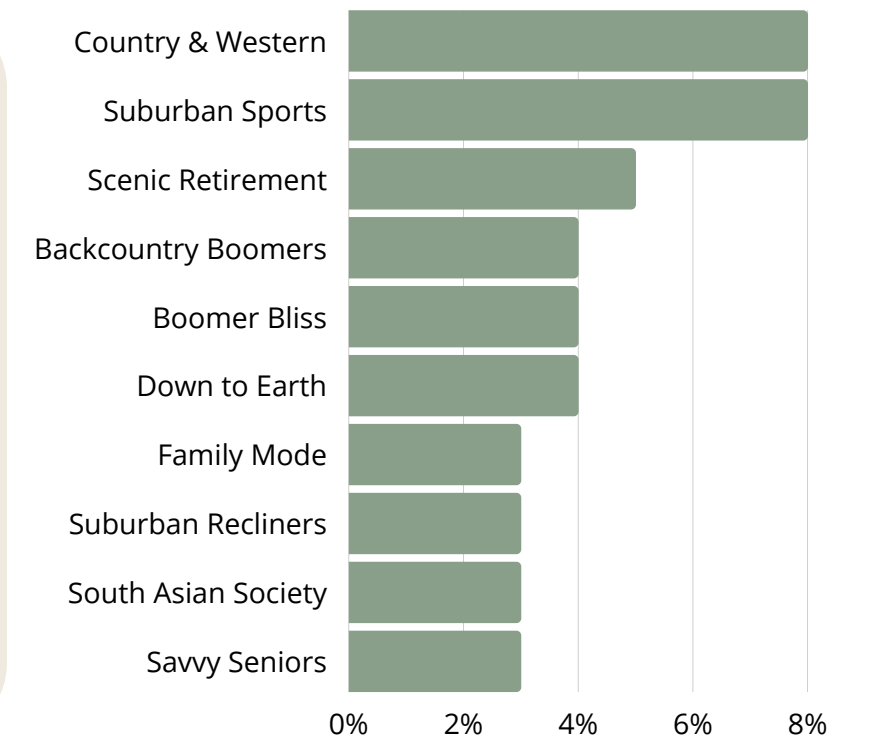


### January 2021 BC Visits to BC by PRIZM Segment

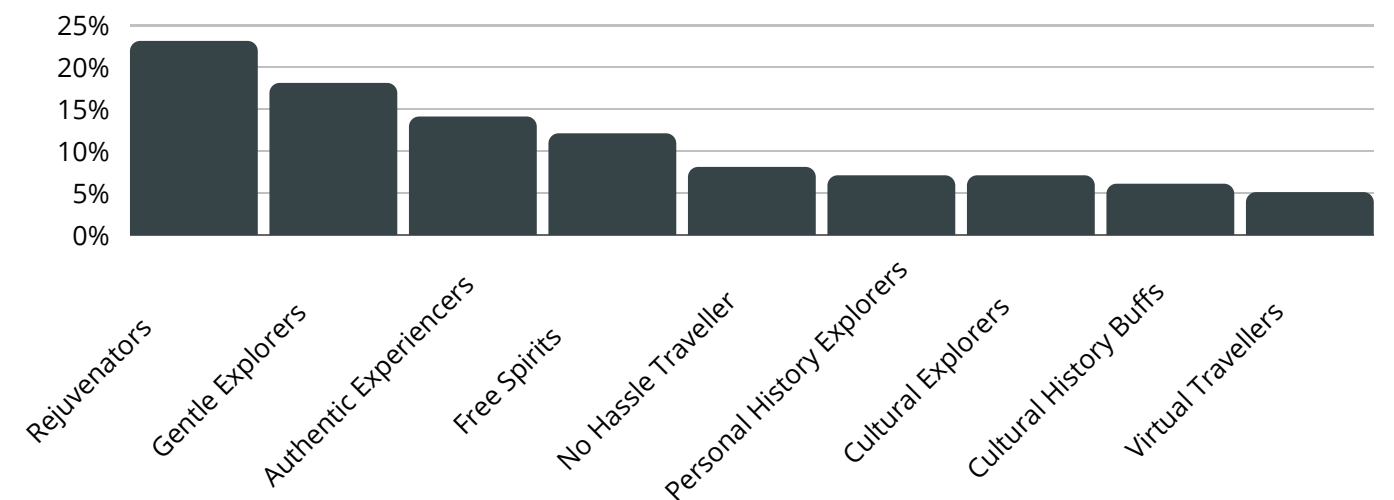
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



### January 2021 Visits by EQ Type



# FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

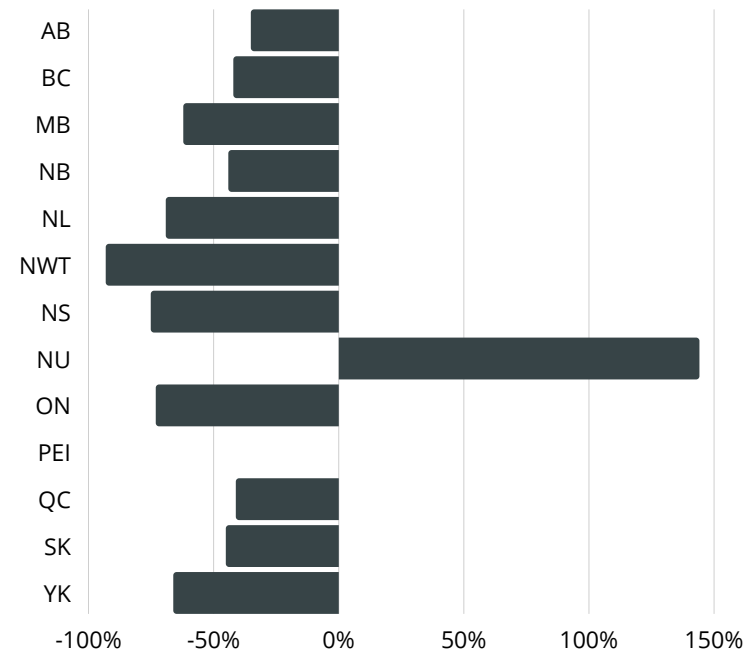
- The number of visits to British Columbia from Canadian travellers dropped by **-43%** when comparing February 2019 to February 2021.
  - Trips decreased by **-45%** and Overnight Stays decreased by **-40%** from February 2019 to February 2021.
- The number of visits to British Columbia from Canadian travellers dropped by **-45%** when comparing February 2020 to February 2021.
  - Trips decreased by **-45%** and Overnight Stays decreased by **-40%** from February 2020 to February 2021.
- Visits to British Columbia from Nunavut increased in February 2021 when compared to February 2019 and 2020.
- All other Provinces decreased when compared to February 2019 and 2020.
- There was no ranking visitation from PEI in February 2019 or 2021.

### February 2019 Provincial and National Visitation

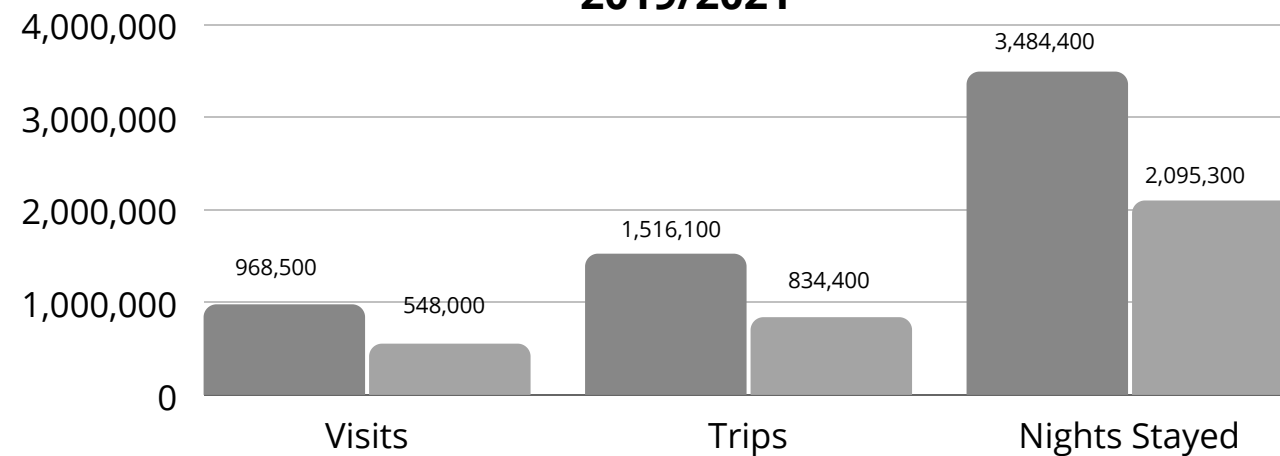
#### Canadian Visitation

- Canadian Visits to BC decreased by **-43%** from 968,500 in February 2019 to 548,000 in 2021.
- Canadian Trips to BC decreased by **-45%** from 1,516,100 in February 2019 to 834,400 in 2021.
- Canadian Night Stays in BC decreased by **-40%** from 3,484,400 in February 2019 to 2,095,300 in 2021.

#### Provincial Visits to British Columbia February 2019 vs. February 2021



#### Canadian Visitation to British Columbia - February 2019/2021

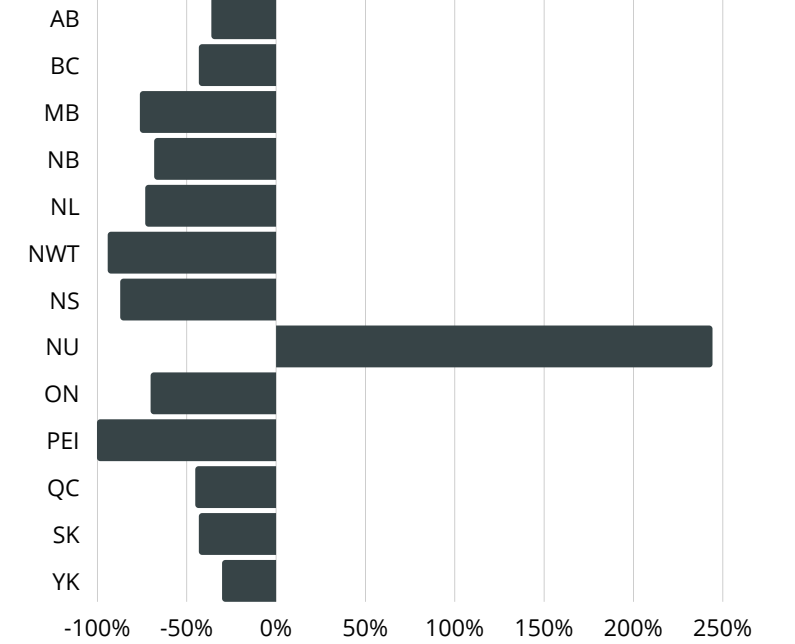


### February 2020 BC Provincial and National Visitation

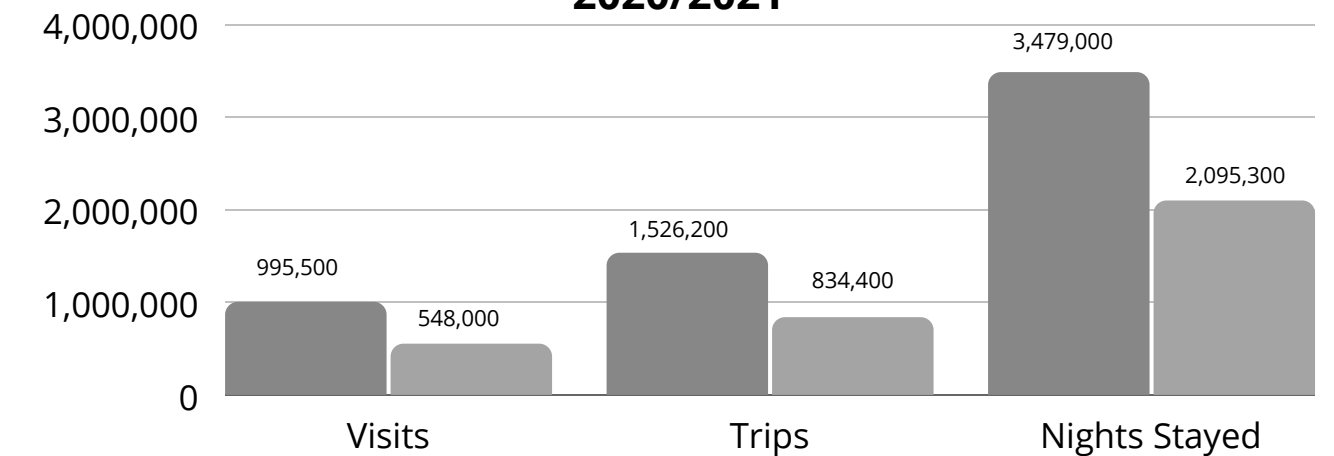
#### Canadian Visitation

- Canadian Visits to BC decreased by **-45%** from 995,500 in February 2020 to 548,000 in 2021.
- Canadian Trips to BC decreased by **-45%** from 1,526,200 in February 2020 to 834,400 in 2021.
- Canadian Night Stays in BC decreased by **-40%** from 3,479,000 in February 2020 to 2,095,300 in 2021.

#### Provincial Visits to British Columbia February 2020 vs. February 2021



#### Canadian Visitation to British Columbia - February 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

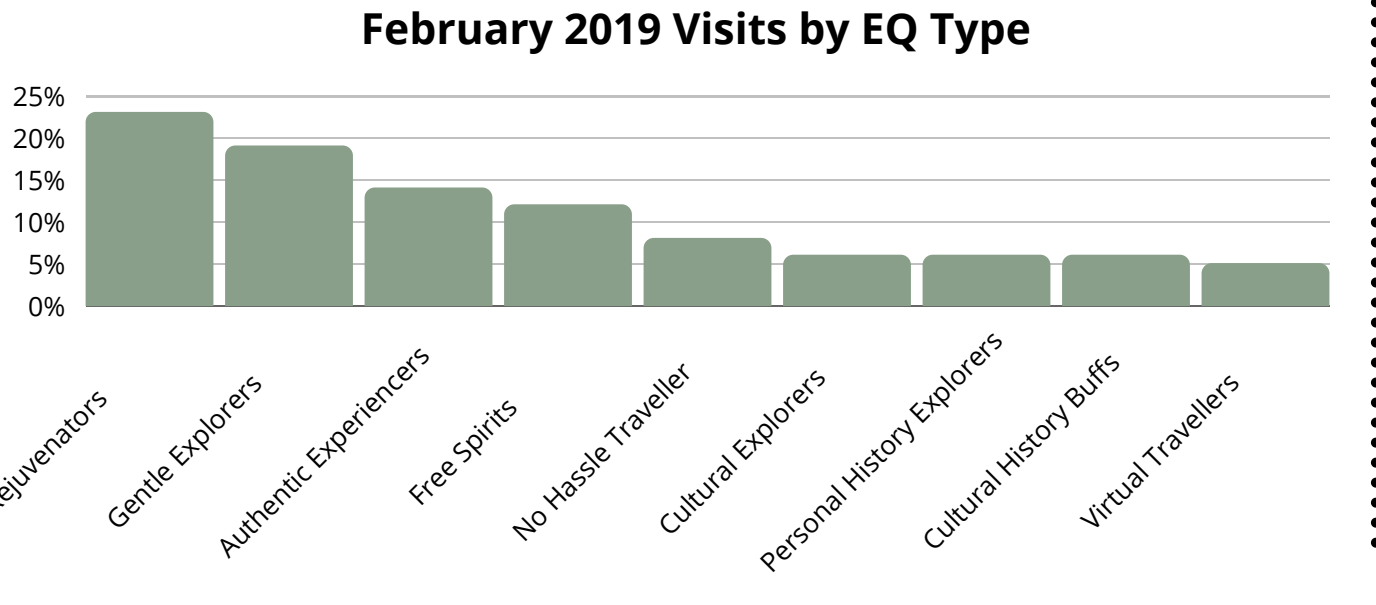
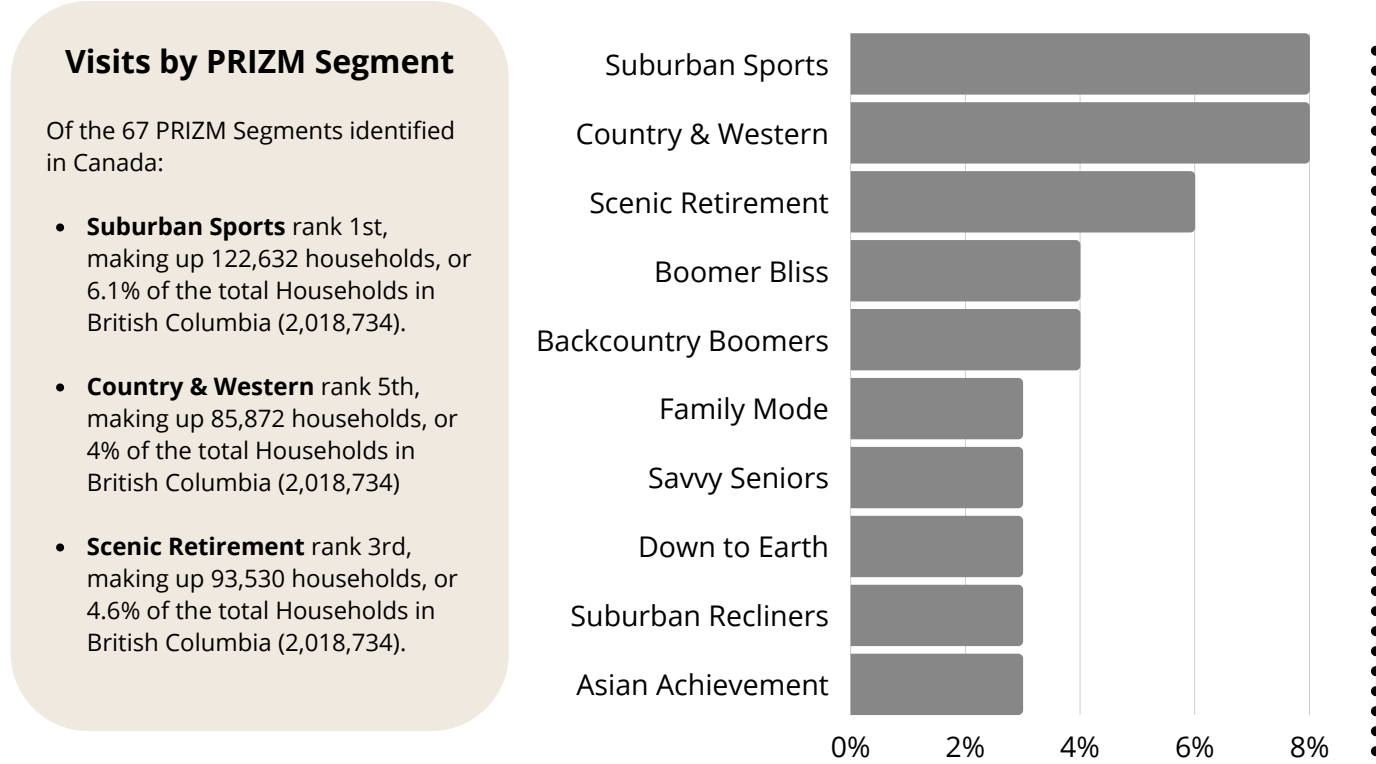
# FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

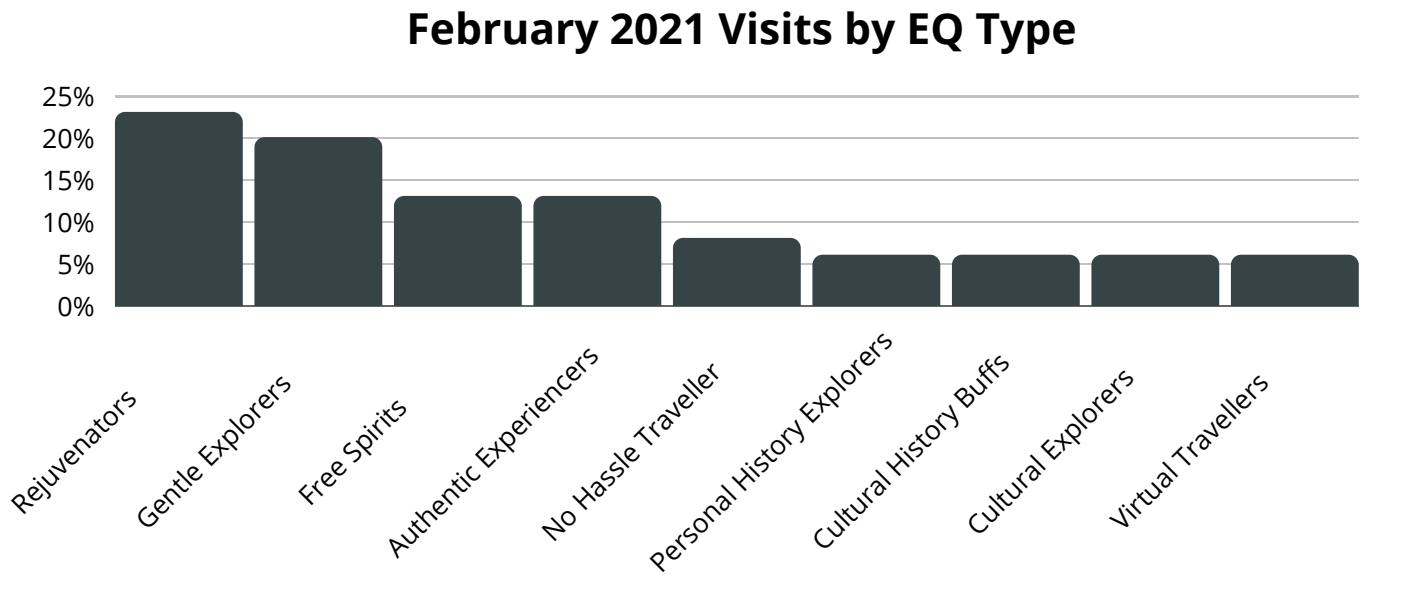
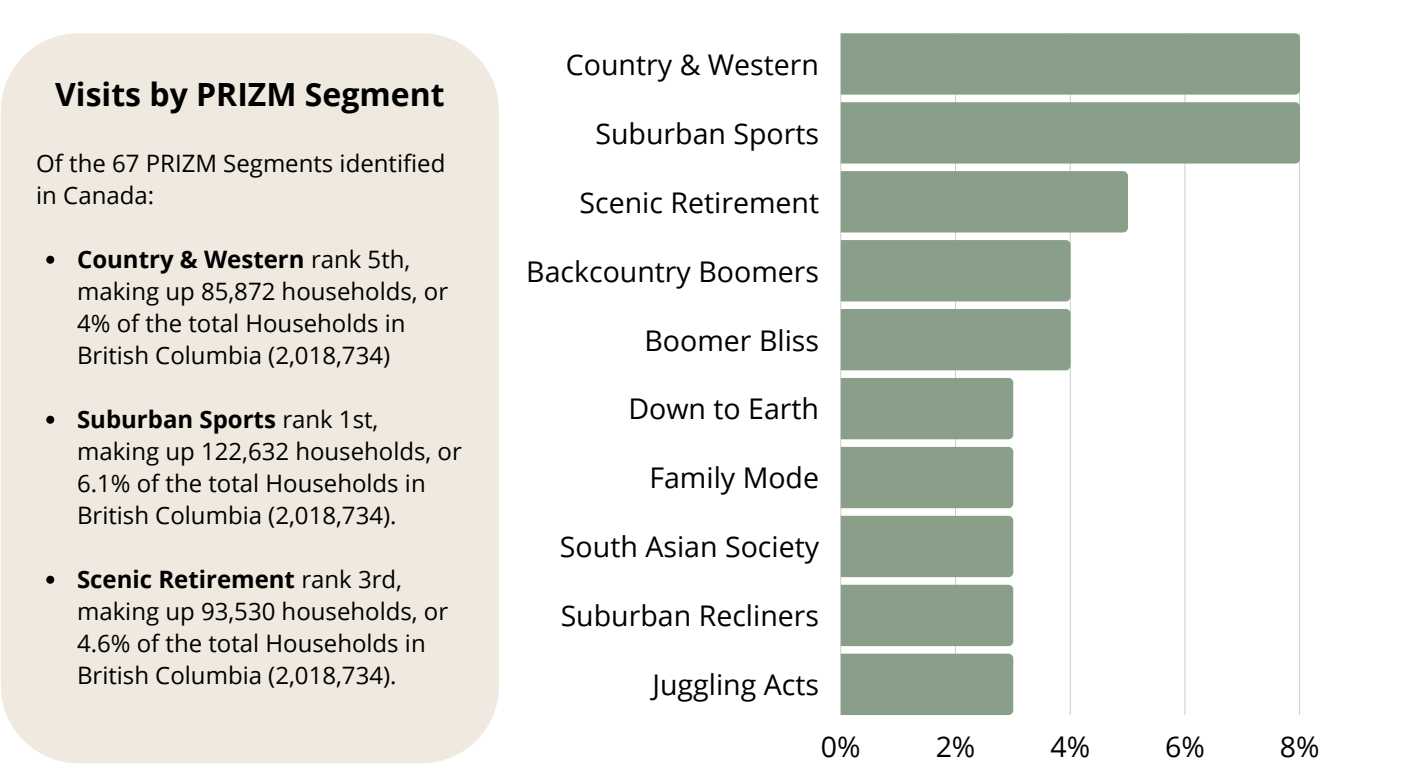
### Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in February 2019 and February 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in Feb 2019 and Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ types in Feb 2021.

### February 2019 Provincial and National Visitation



### February 2021 BC Visits to BC by PRIZM Segment



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

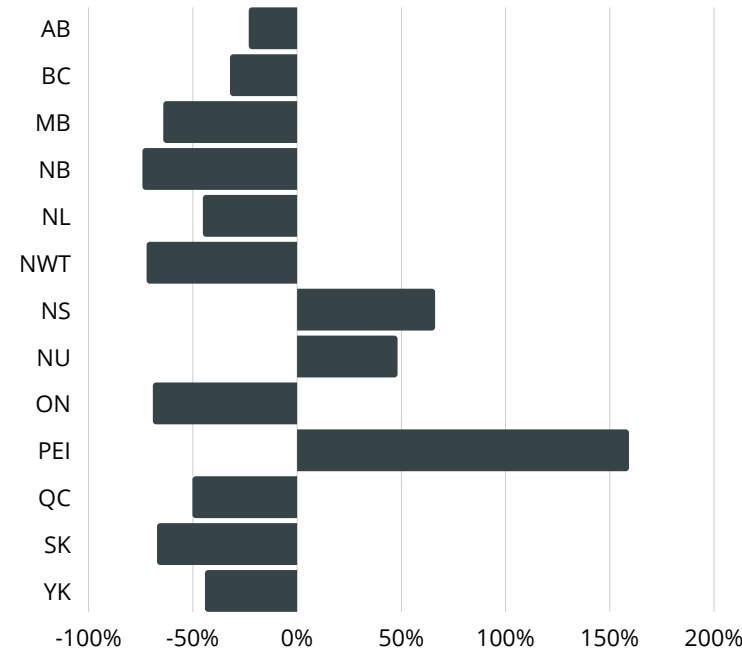
- The number of visits to British Columbia from Canadian travellers dropped by **-35%** when comparing March 2019 to March 2021.
  - Trips decreased by **-35%** and Overnight Stays decreased by **-28%** from March 2019 to March 2021.
- The number of visits to British Columbia from Canadian travellers decreased by **-9%** when comparing March 2020 to March 2021.
  - Trips decreased by **-6%** and Overnight Stays decreased by **-6%** from March 2020 to March 2021.
- Visits to British Columbia from Nova Scotia, Nunavut and PEI increased in March 2021 when compared to March 2019.
- Visits to British Columbia from Alberta, Newfoundland, Nunavut and PEI increased in March 2021 when compared to March 2020.
- All other Provinces decreased when compared to March 2019 and 2020.

### March 2019 Provincial and National Visitation

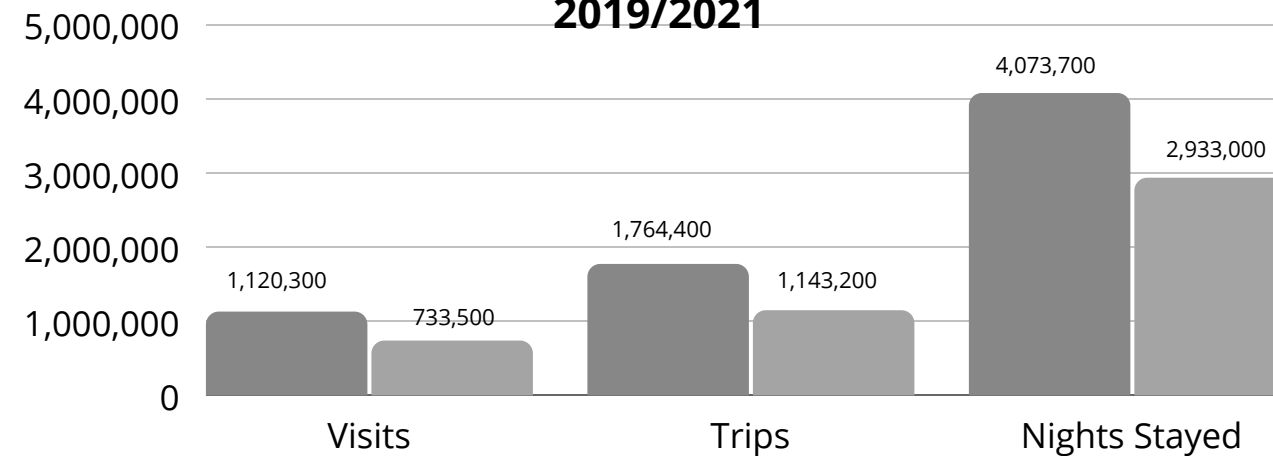
#### Canadian Visitation

- Canadian Visits to BC decreased by **-35%** from 1,120,300 in March 2019 to 733,500 in 2021.
- Canadian Trips to BC decreased by **-35%** from 1,764,400 in March 2019 to 1,143,200 in 2021.
- Canadian Night Stays in BC decreased by **-28%** from 4,073,700 in March 2019 to 2,933,000 in 2021.

#### Provincial Visits to British Columbia March 2019 vs. March 2021



#### Canadian Visitation to British Columbia - March 2019/2021

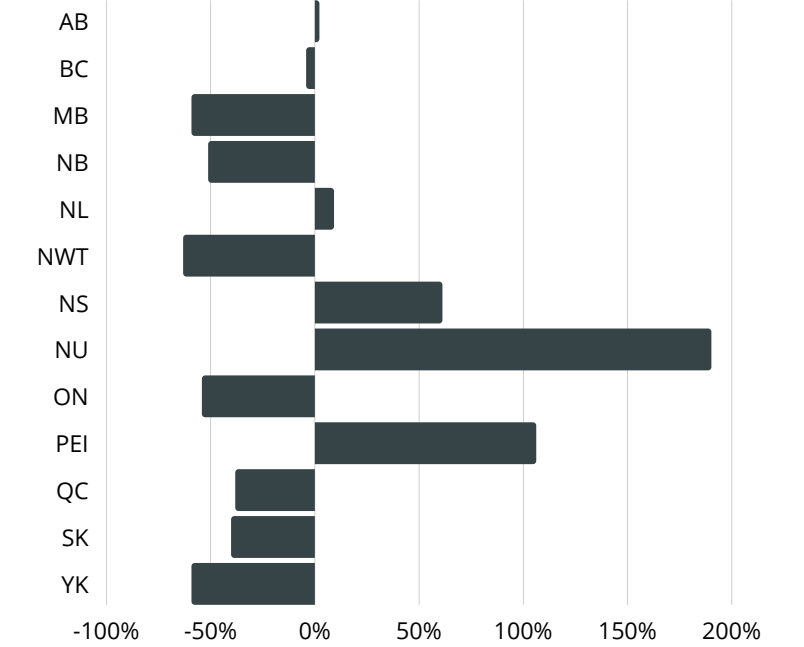


### March 2020 Provincial and National Visitation

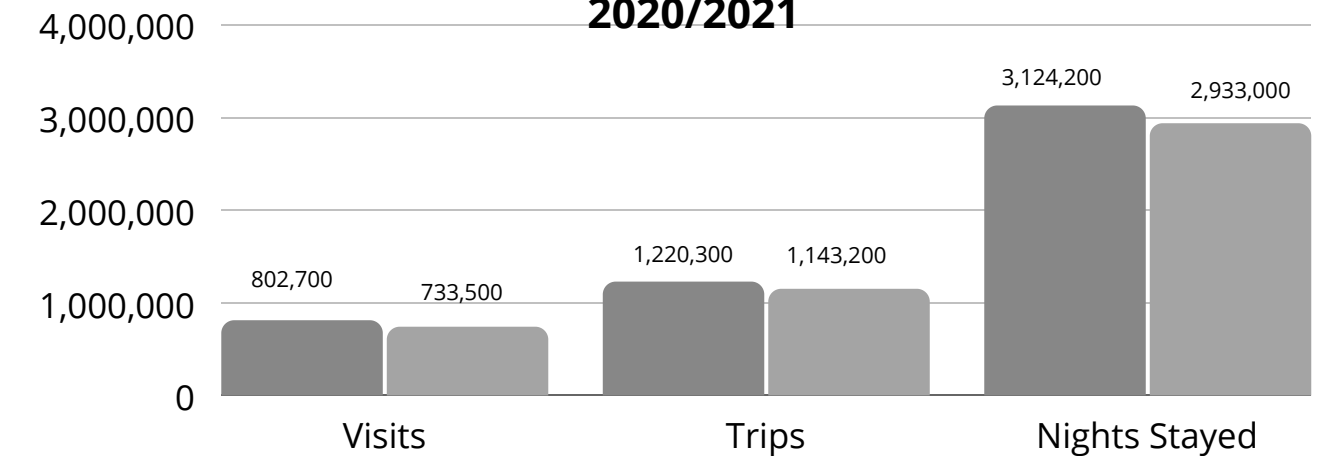
#### Canadian Visitation

- Canadian Visits to BC decreased by **-9%** from 802,700 in March 2020 to 733,500 in 2021.
- Canadian Trips to BC decreased by **-6%** from 1,220,300 in March 2020 to 1,143,200 in 2021.
- Canadian Night Stays in BC decreased by **-6%** from 3,124,200 in March 2020 to 2,933,000 in 2021.

#### Provincial Visits to British Columbia March 2020 vs. March 2021



#### Canadian Visitation to British Columbia - March 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

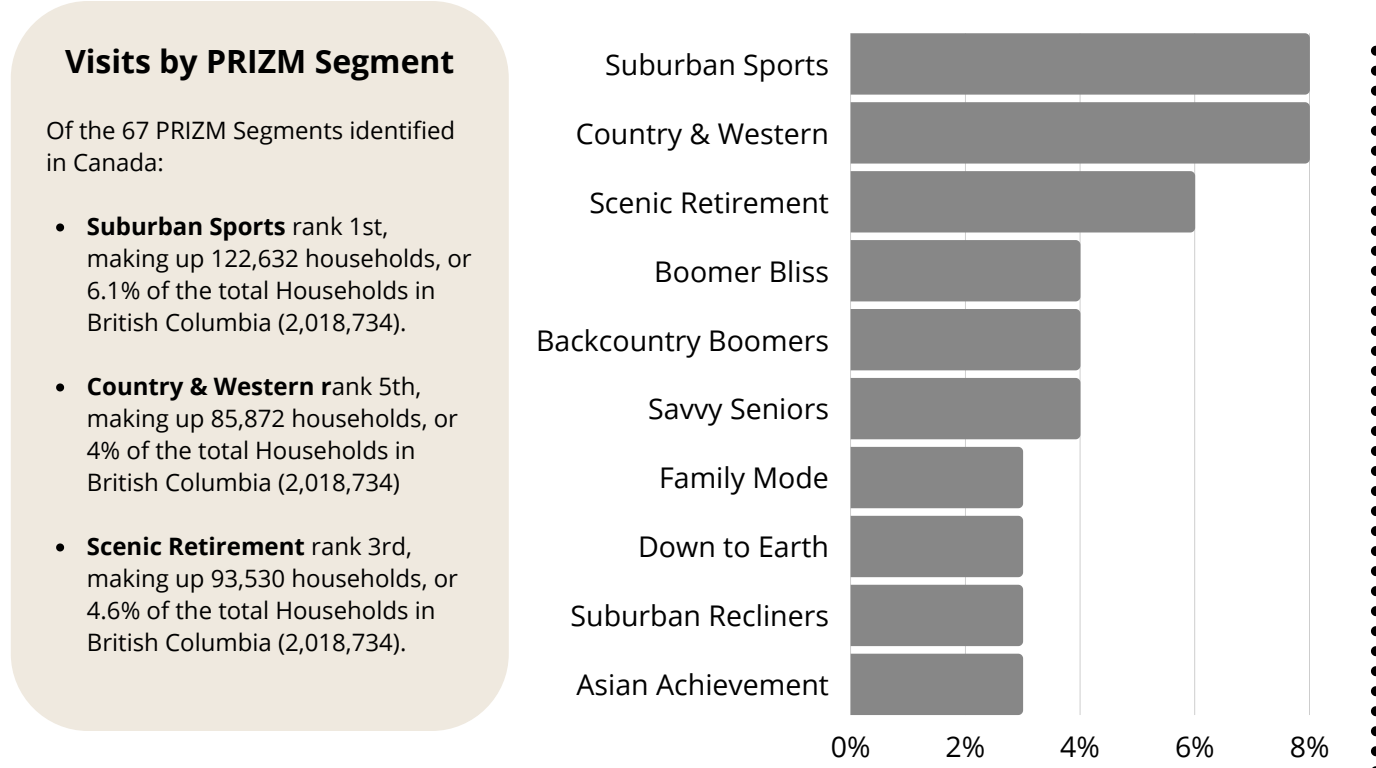
# MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

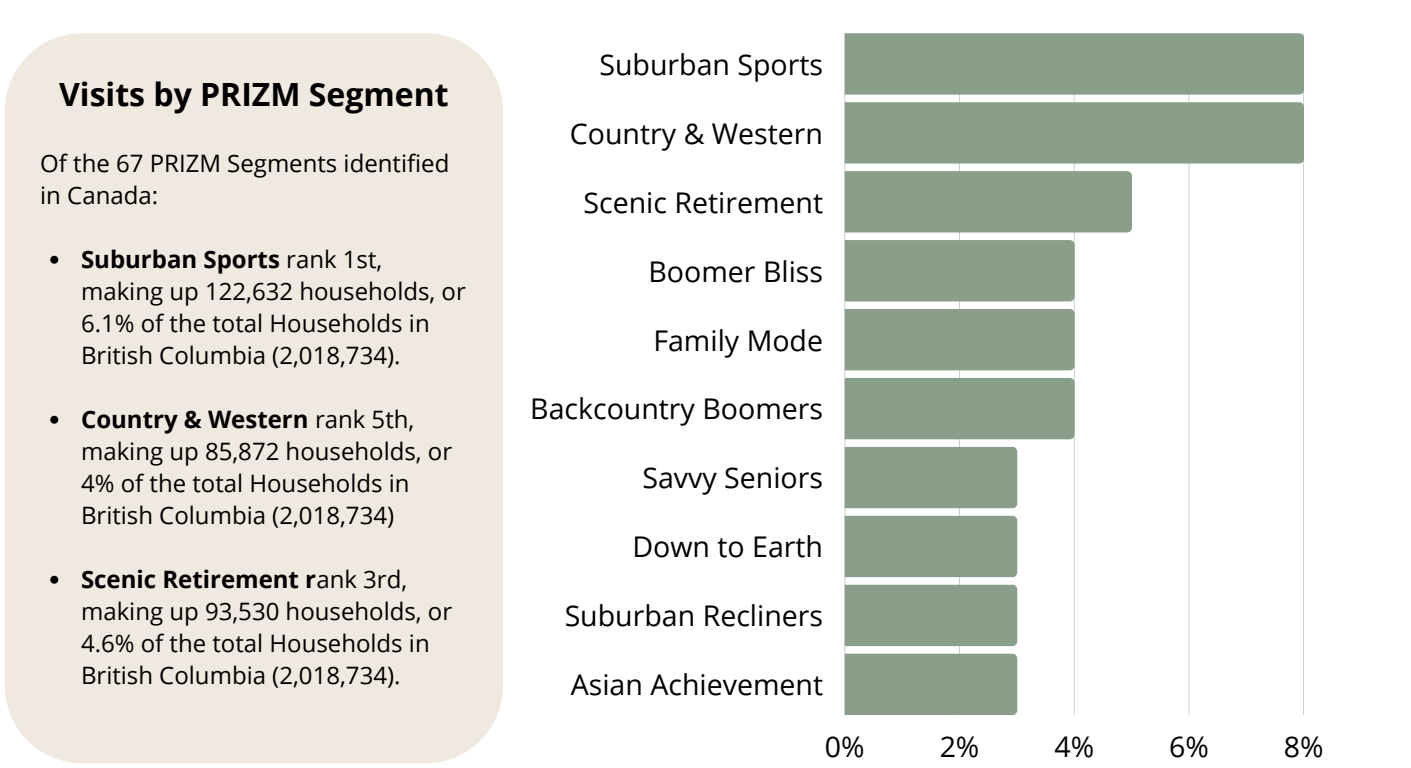
### Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in March 2019 and March 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both March 2019 and 2021

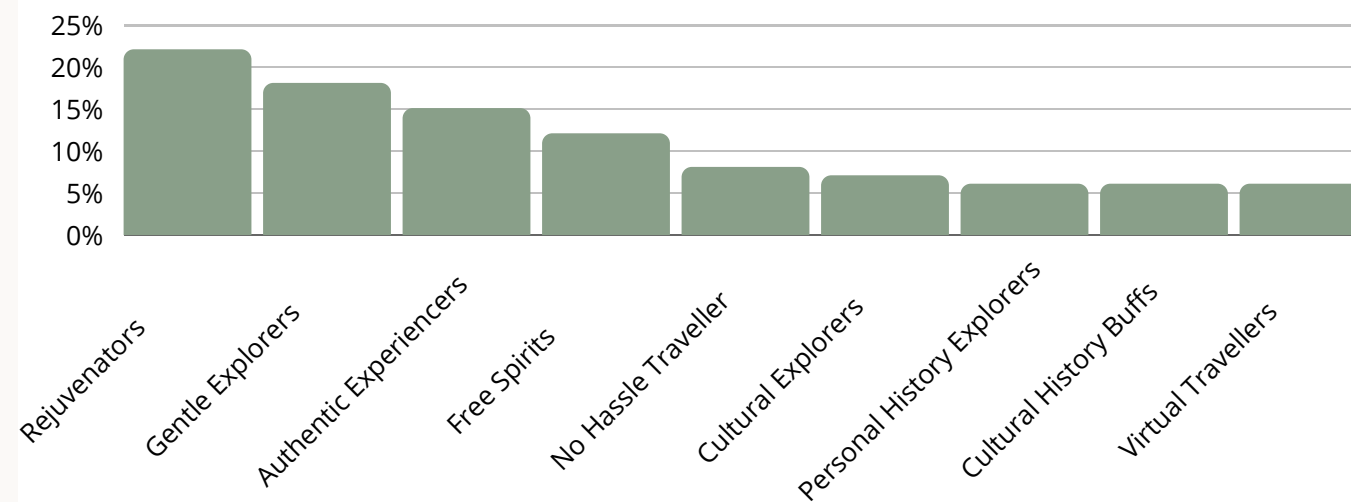
### March 2019 BC Visits to BC by PRIZM Segment



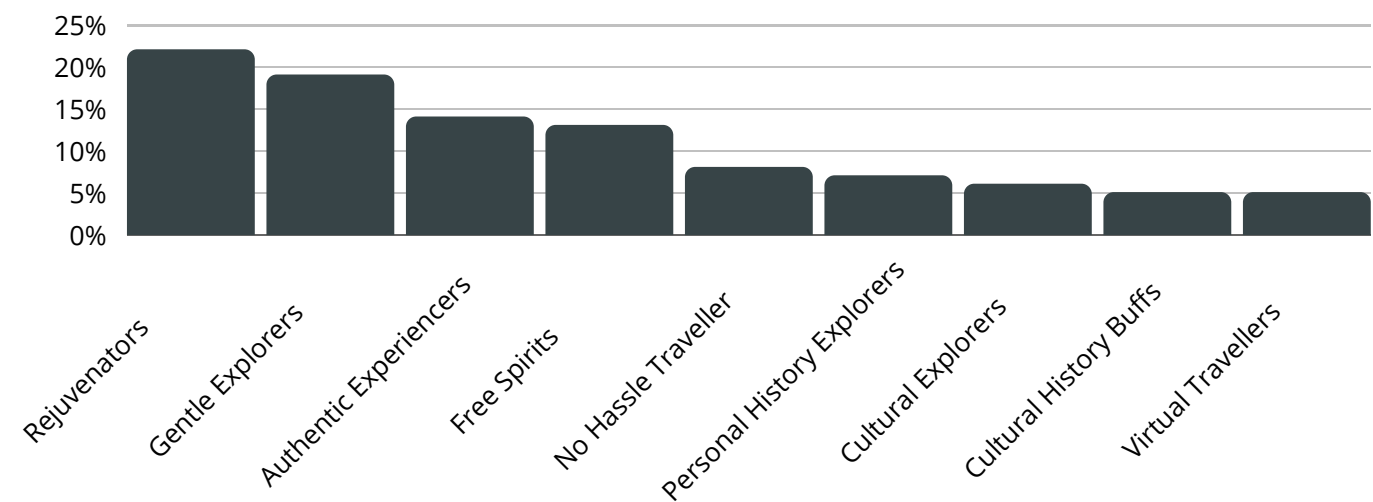
### March 2021 BC Visits to BC by PRIZM Segment



Canadian Visitation to British Columbia - March



Canadian Visitation to British Columbia - March



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# APRIL 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

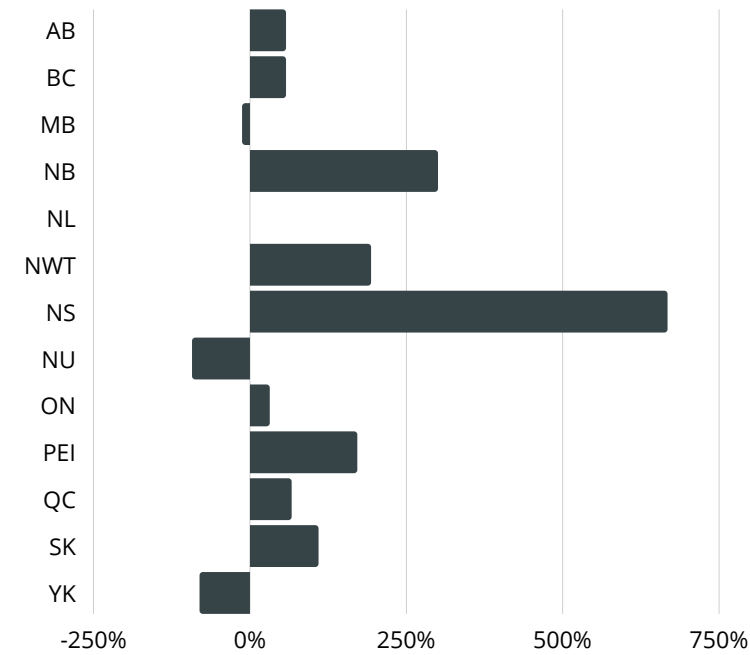
- The number of visits to British Columbia from Canadian travellers dropped by **-45%** when comparing April 2019 to April 2021.
  - Trips decreased by **-44%** and Overnight Stays decreased by **-40%** from April 2019 to April 2021.
- The number of visits to British Columbia from Canadian travellers increased by **57%** when comparing April 2020 to April 2021.
  - Trips increased by **22%** and Overnight Stays increased by **16%** from April 2020 to April 2021.
- Visits to British Columbia from Alberta and the Yukon decreased in April 2021 when compared to April 2019. All other provinces increased.
  - There was no ranking visitation from Newfoundland or PEI in April 2019/2021.
- Visits to British Columbia from Manitoba, Nunavut and the Yukon decreased in April 2021 when compared to April 2020. All other provinces increased.
  - There was no ranking visitation from Newfoundland in April 2020/2021.

### April 2019 Provincial and National Visitation

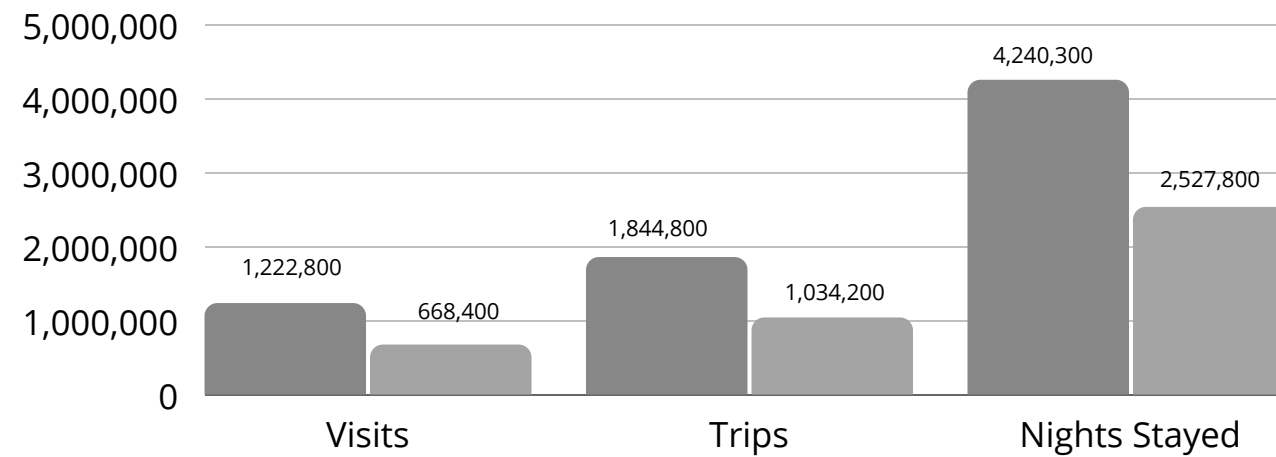
#### Canadian Visitation

- Canadian Visits to BC decreased by **-45%** from 1,222,800 in April 2019 to 668,400 in 2021.
- Canadian Trips to BC decreased by **-44%** from 1,844,800 in April 2019 to 1,034,200 in 2021.
- Canadian Night Stays in BC decreased by **-40%** from 4,240,300 in April 2019 to 2,527,800 in 2021.

#### Provincial Visits to British Columbia April 2019 vs. April 2021



#### Canadian Visitation to British Columbia - April 2019/2021

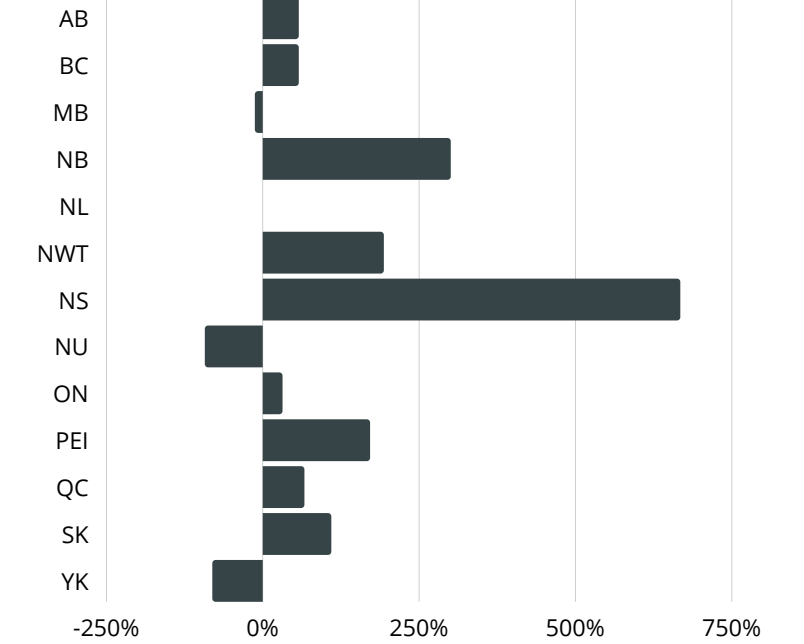


### April 2020 Provincial and National Visitation

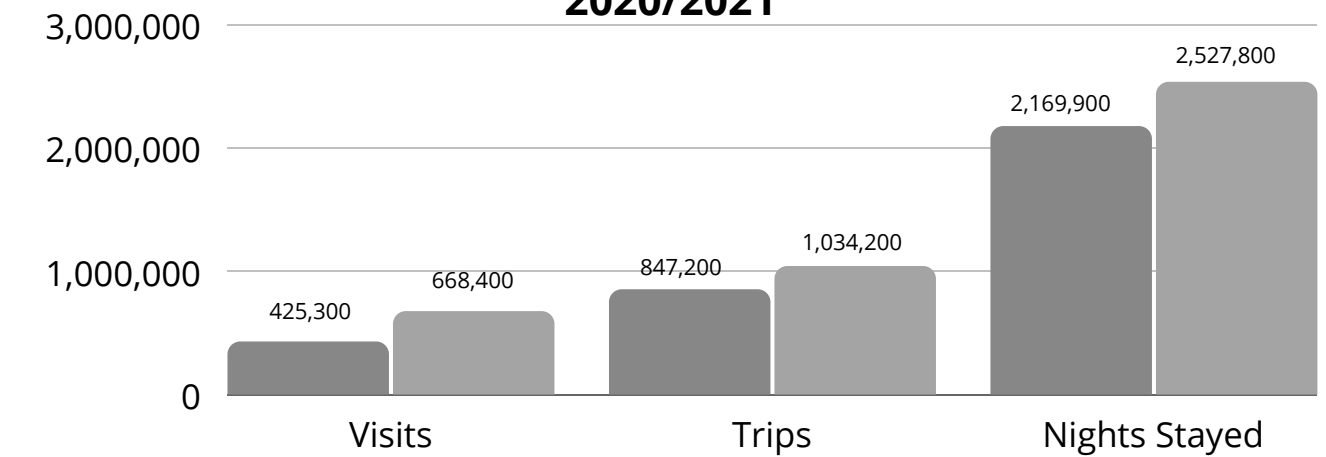
#### Canadian Visitation

- Canadian Visits to BC increased by **57%** from 425,300 in April 2020 to 668,400 in 2021.
- Canadian Trips to BC increased by **22%** from 847,200 in April 2020 to 1,034,200 in 2021.
- Canadian Night Stays in BC increased by **16%** from 2,169,900 in April 2020 to 2,527,800 in 2021.

#### Provincial Visits to British Columbia April 2020 vs. April 2021



#### Canadian Visitation to British Columbia - April 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2019, 2020 to April 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# APRIL 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

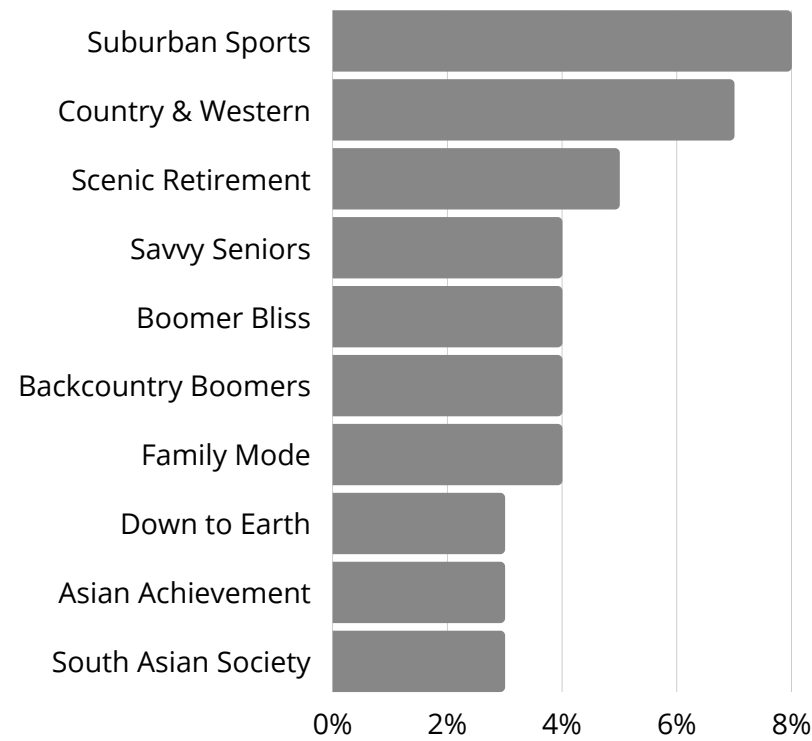
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in April 2019 and April 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both April 2019 and 2021

### April 2019 BC Visits to BC by PRIZM Segment

#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).

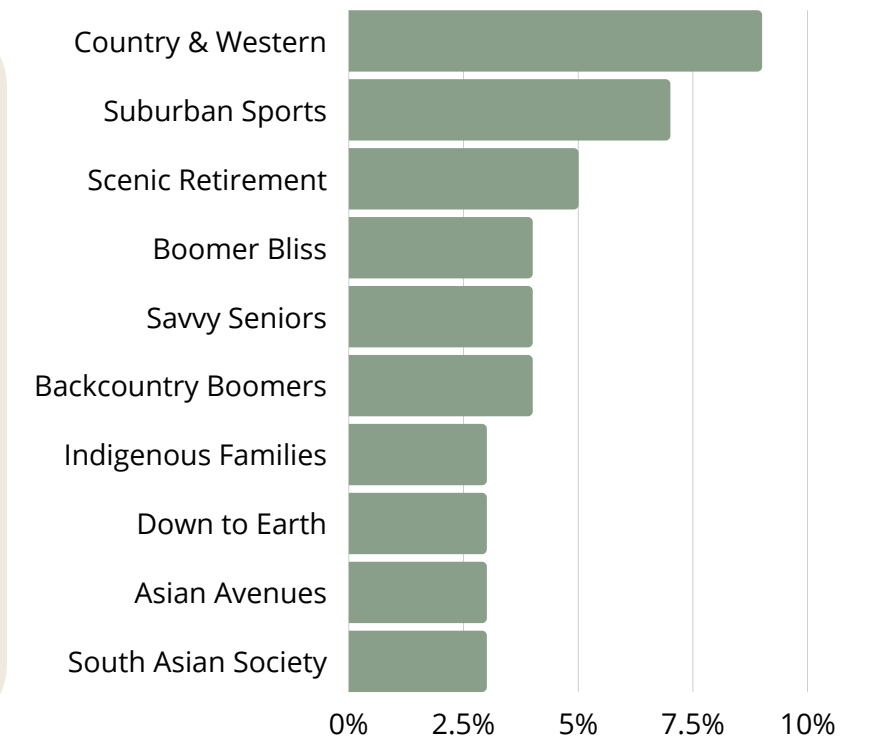


### April 2021 BC Visits to BC by PRIZM Segment

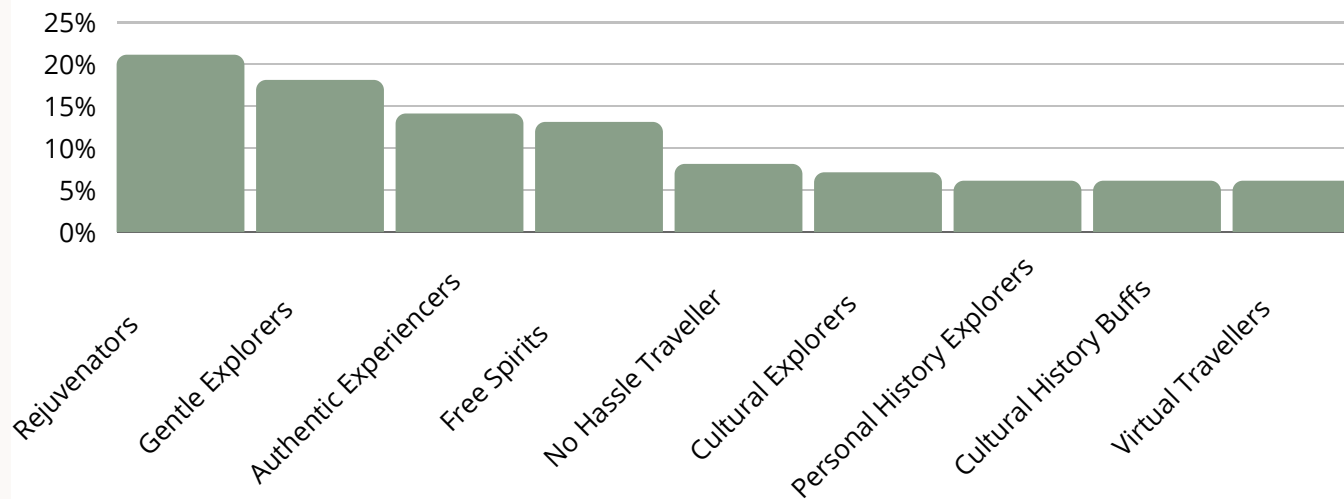
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

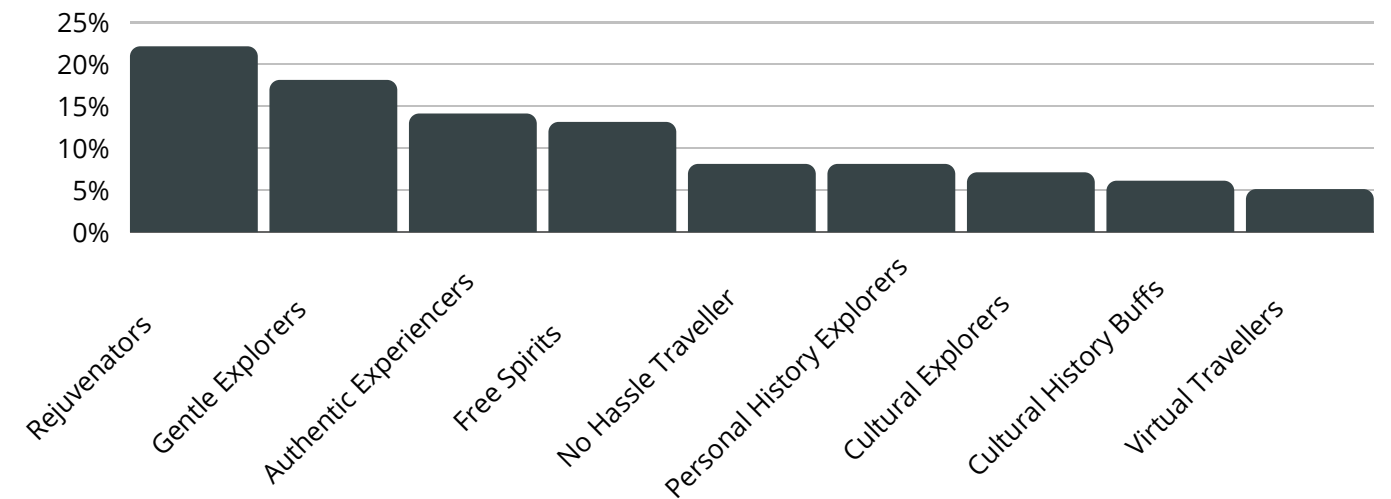
- Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



### Canadian Visitation to British Columbia - April



### Canadian Visitation to British Columbia - April



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2019, 2020 to April 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100



# MAY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

- The number of visits to British Columbia from Canadian travellers dropped by **-57%** when comparing May 2019 to May 2021.
  - Trips decreased by **-56%** and Overnight Stays decreased by **-54%** from May 2019 to May 2021.
- The number of visits to British Columbia from Canadian travellers decreased by **-17%** when comparing May 2020 to May 2021.
  - Trips decreased by **-25%** and Overnight Stays decreased by **-30%** from May 2020 to May 2021.
- Visitation from all provinces decreased when comparing May 2019 to May 2021.
- There was no ranking visitation from New Brunswick, Newfoundland, Nunavut or PEI in May 2020.

### May 2019 Provincial and National Visitation

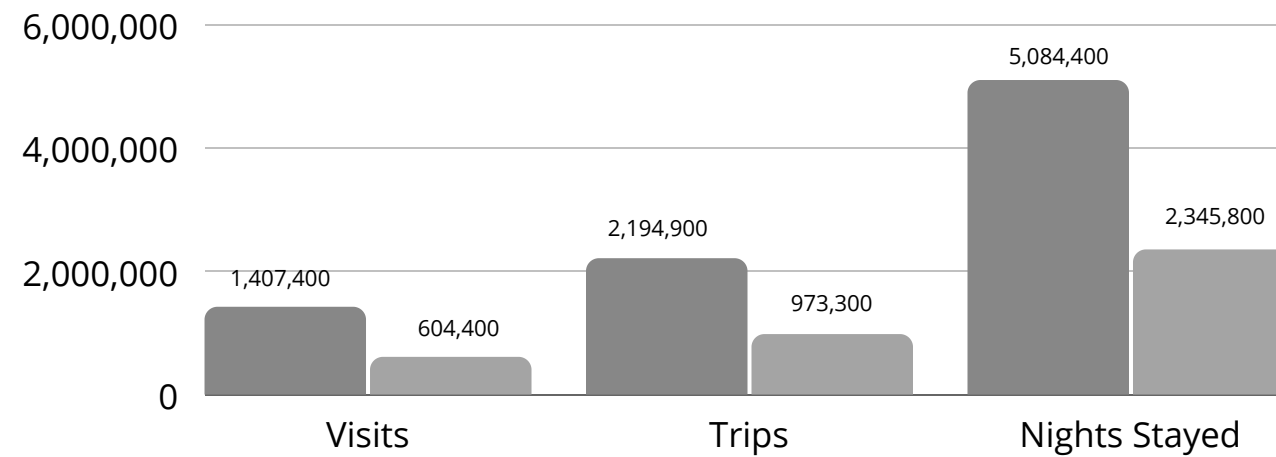
#### Canadian Visitation

- Canadian Visits to BC decreased by **-57%** from 1,407,400 in May 2019 to 604,400 in 2021.
- Canadian Trips to BC decreased by **-56%** from 2,194,900 in May 2019 to 973,300 in 2021.
- Canadian Night Stays in BC decreased by **-54%** from 5,084,400 in May 2019 to 2,345,800 in 2021.

#### Provincial Visits to British Columbia May 2019 vs. May 2021



#### Canadian Visitation to British Columbia - May 2019/2021

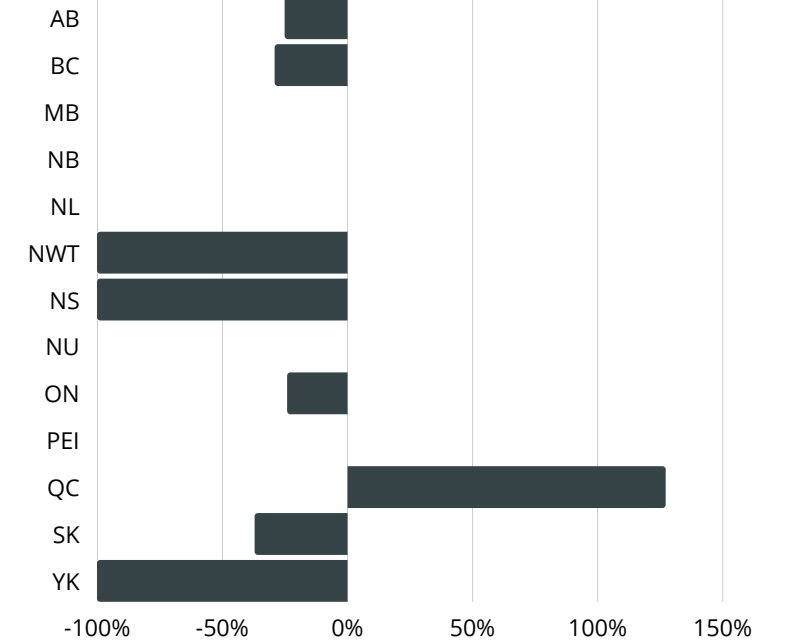


### May 2020 Provincial and National Visitation

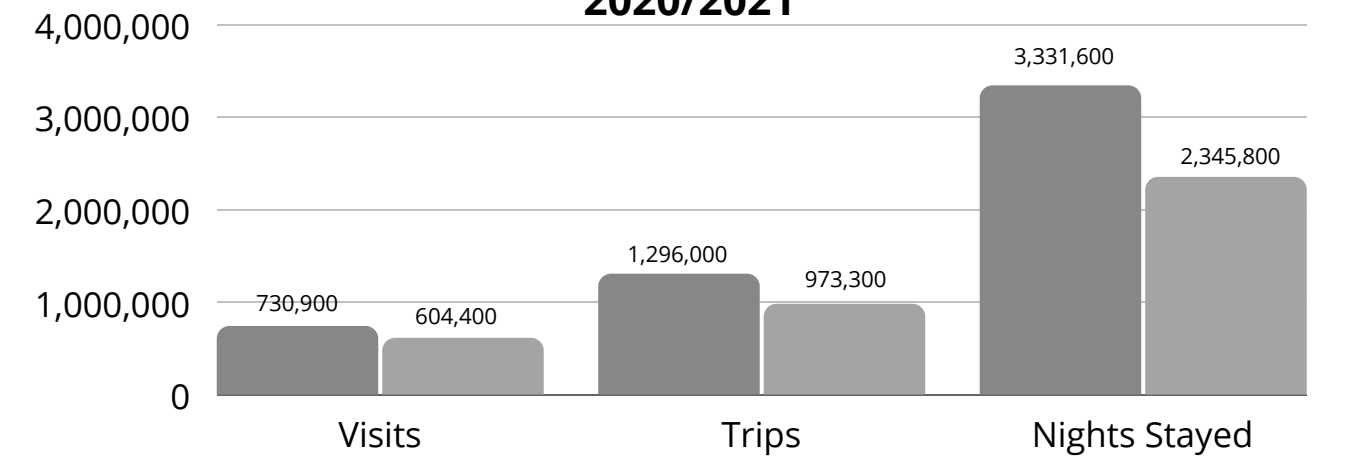
#### Canadian Visitation

- Canadian Visits to BC decreased by **-17%** from 730,900 in May 2020 to 604,400 in 2021.
- Canadian Trips to BC decreased by **-25%** from 1,296,000 in May 2020 to 973,300 in 2021.
- Canadian Night Stays in BC decreased by **-30%** from 3,331,600 in May 2020 to 2,345,800 in 2021.

#### Provincial Visits to British Columbia May 2020 vs. May 2021



#### Canadian Visitation to British Columbia - May 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2019, 2020 to May 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# MAY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

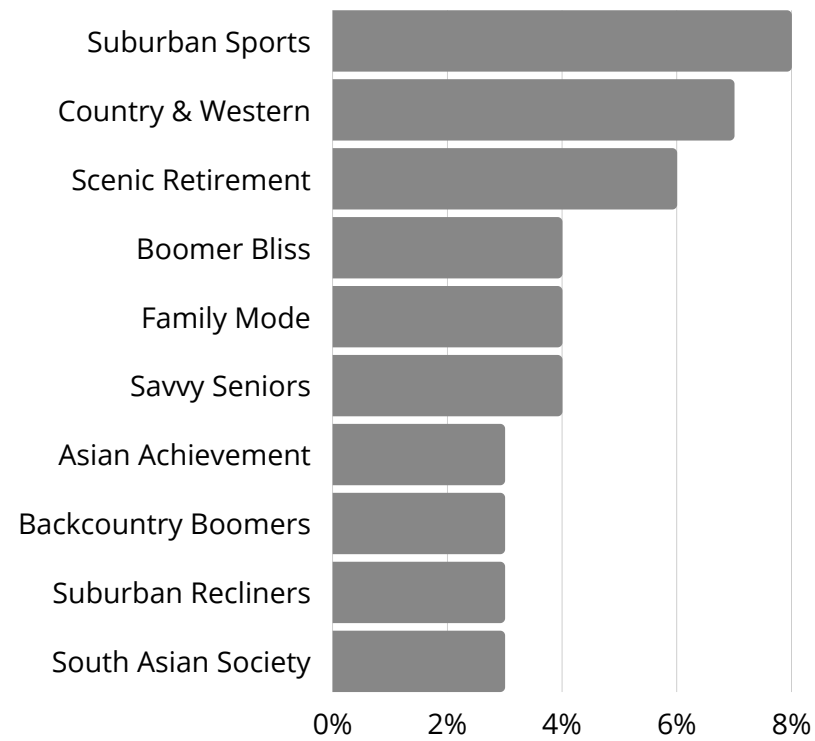
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in May 2019 and May 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both May 2019 and 2021

### May 2019 BC Visits to BC by PRIZM Segment

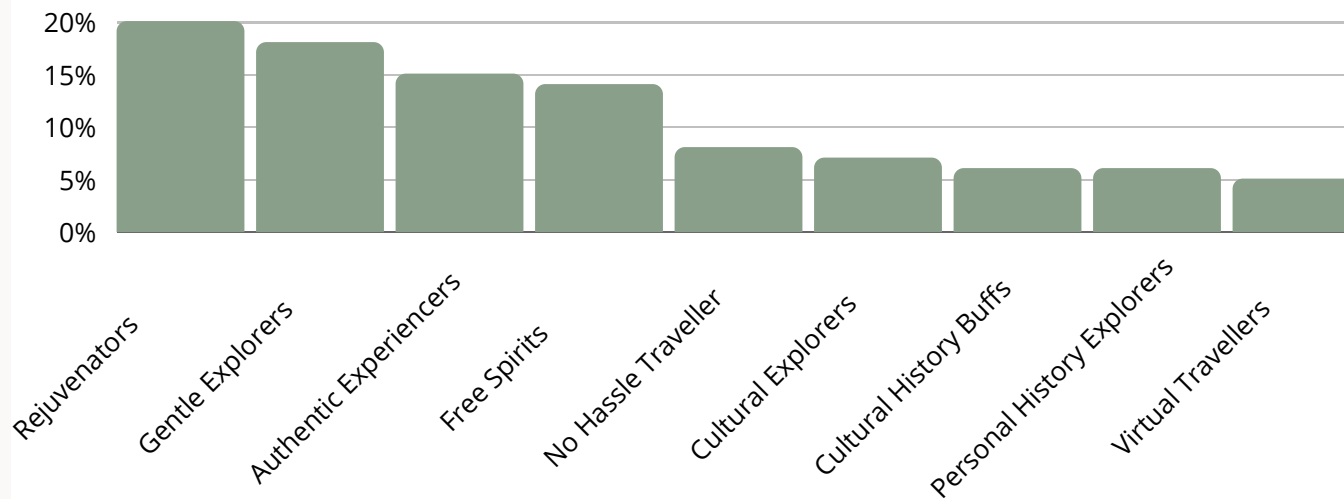
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



### Canadian Visitation to British Columbia - May

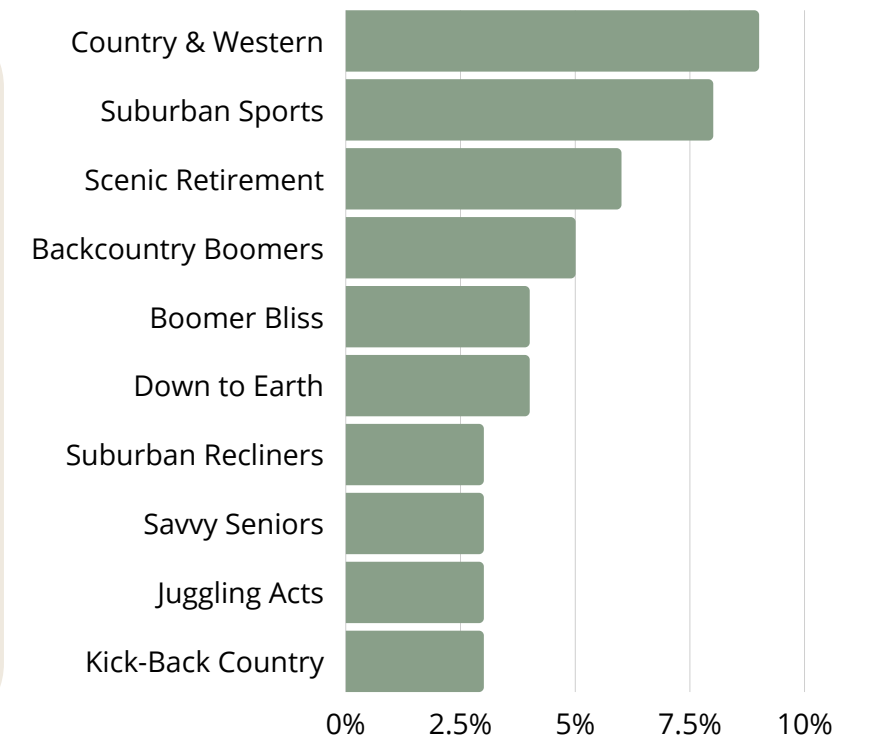


### May 2021 BC Visits to BC by PRIZM Segment

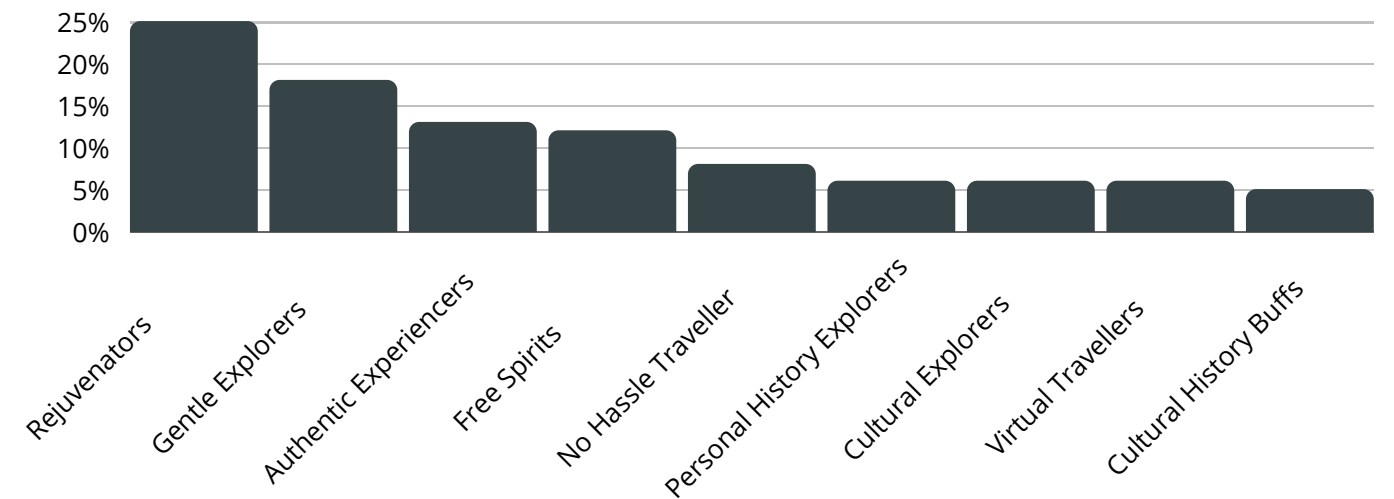
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



### Canadian Visitation to British Columbia - May



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2019, 2020 to May 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# JUNE 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

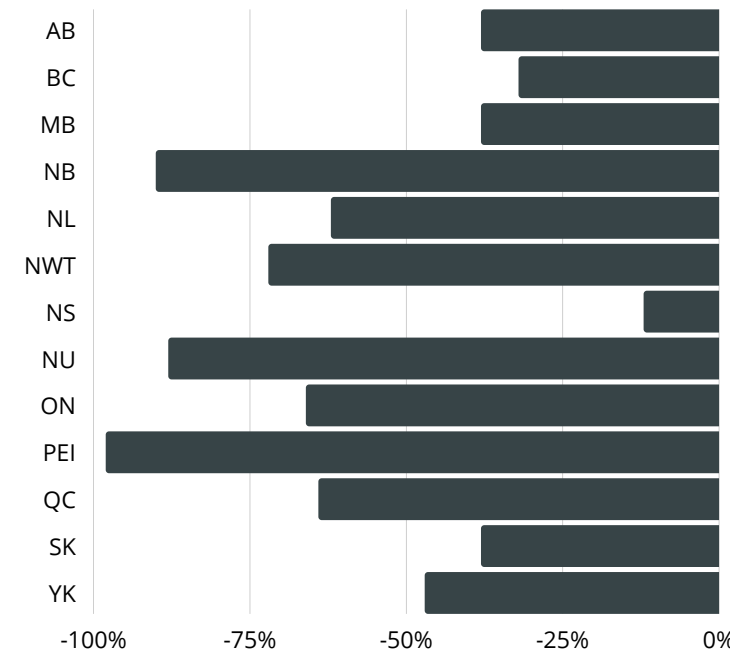
- The number of visits to British Columbia from Canadian travellers dropped by **-37%** when comparing June 2019 to June 2021.
  - Trips decreased by **-38%** and Overnight Stays decreased by **-29%** from June 2019 to June 2021.
- The number of visits to British Columbia from Canadian travellers decreased by **-5%** when comparing June 2020 to June 2021.
  - Trips decreased by **-11%** and Overnight Stays decreased by **-8%** from June 2020 to June 2021.
- Visitation from all provinces decreased when comparing June 2019 to June 2021.

### June 2019 Provincial and National Visitation

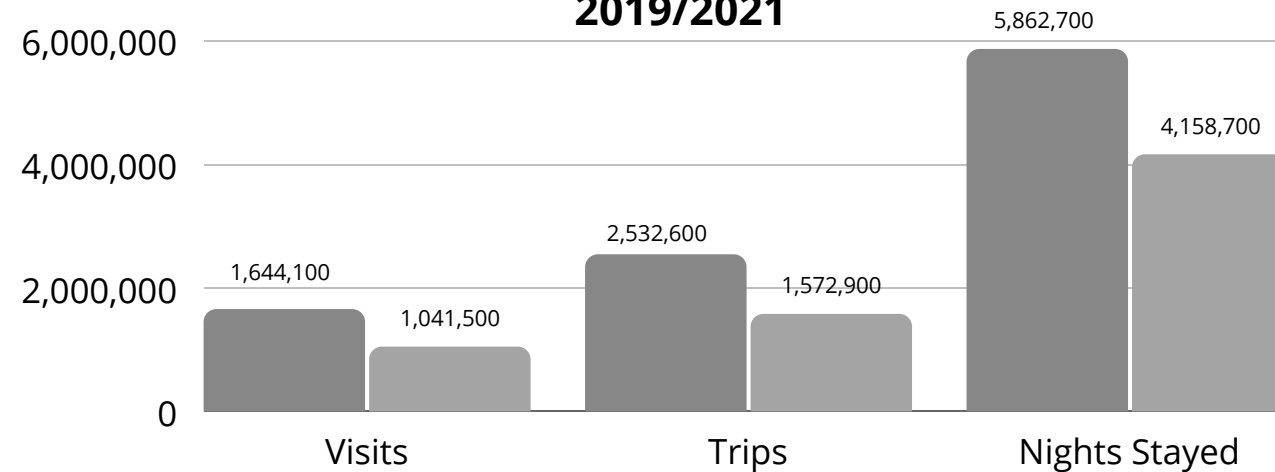
#### Canadian Visitation

- Canadian Visits to BC decreased by **-37%** from 1,644,100 in June 2019 to 1,041,500 in 2021.
- Canadian Trips to BC decreased by **-38%** from 2,532,600 in June 2019 to 1,572,900 in 2021.
- Canadian Night Stays in BC decreased by **-29%** from 5,862,700 in June 2019 to 4,158,700 in 2021.

#### Provincial Visits to British Columbia June 2019 vs. June 2021



#### Canadian Visitation to British Columbia - June 2019/2021

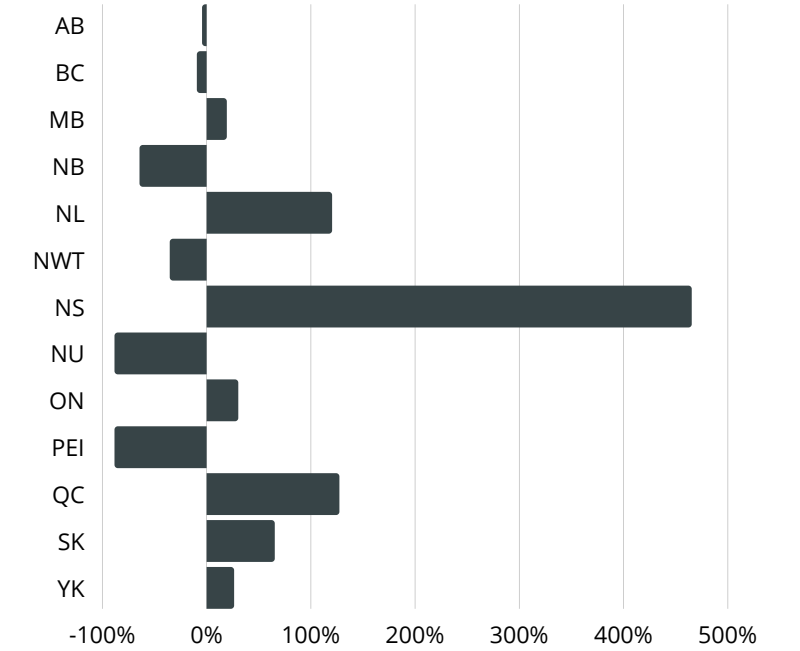


### June 2020 Provincial and National Visitation

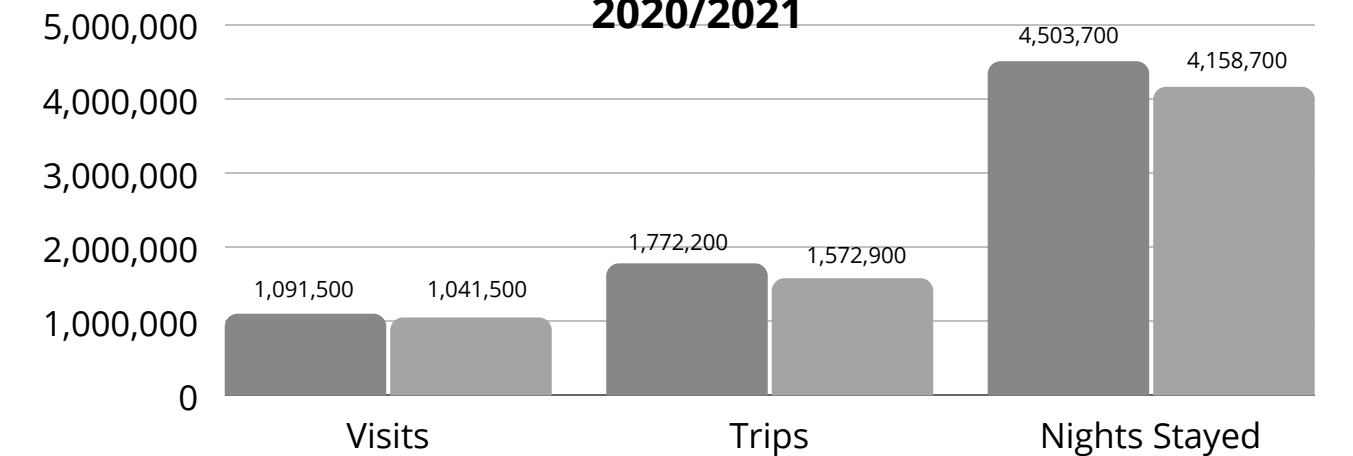
#### Canadian Visitation

- Canadian Visits to BC decreased by **-5%** from 1,091,500 in June 2020 to 1,041,500 in 2021.
- Canadian Trips to BC decreased by **-11%** from 1,772,200 in June 2020 to 1,572,900 in 2021.
- Canadian Night Stays in BC decreased by **-8%** from 4,503,700 in June 2020 to 4,158,700 in 2021.

#### Provincial Visits to British Columbia June 2020 vs. June 2021



#### Canadian Visitation to British Columbia - June 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing June 2019, 2020 to June 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# JUNE 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

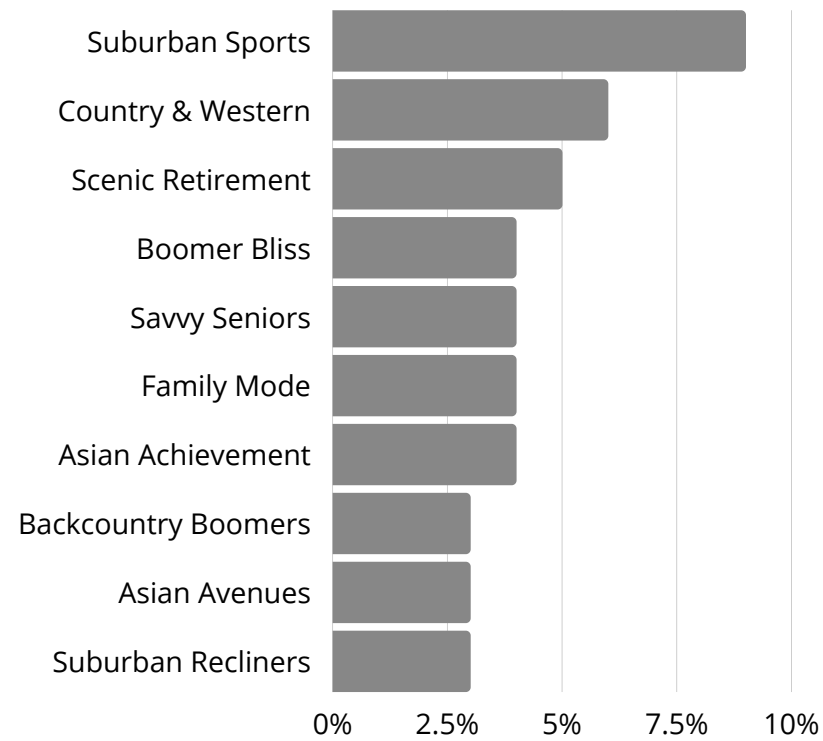
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in June 2019 and June 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both June 2019 and 2021

### June 2019 BC Visits to BC by PRIZM Segment

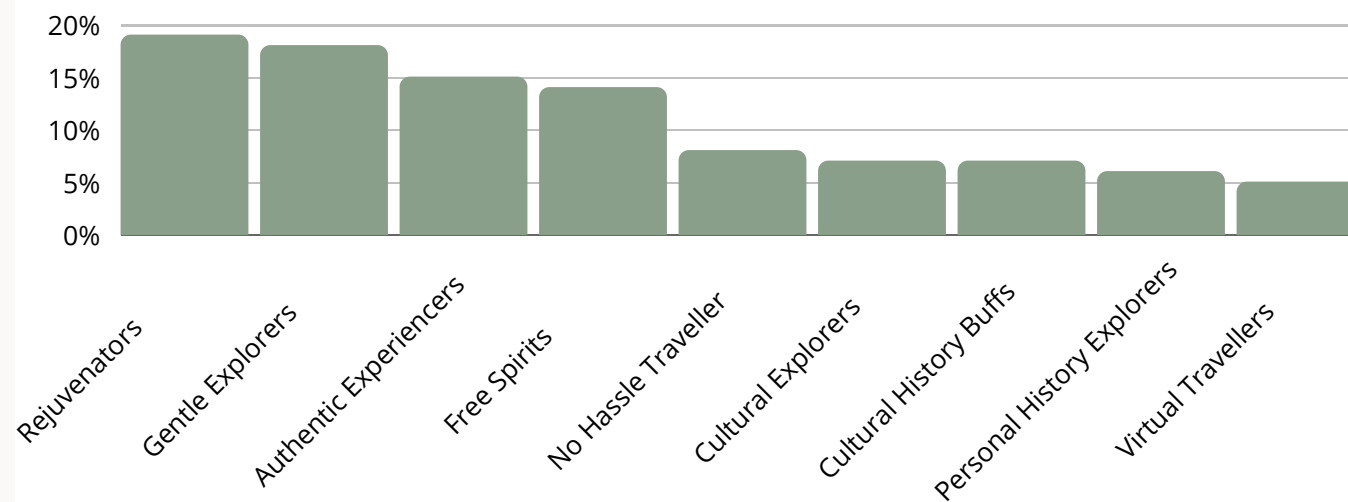
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



### Canadian Visitation to British Columbia - June

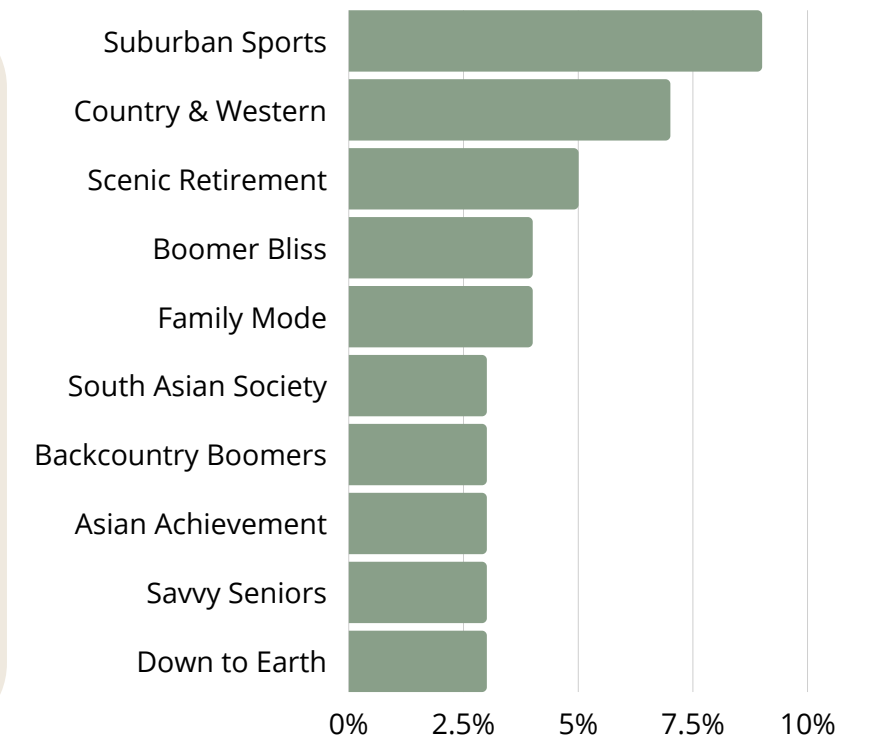


### June 2021 BC Visits to BC by PRIZM Segment

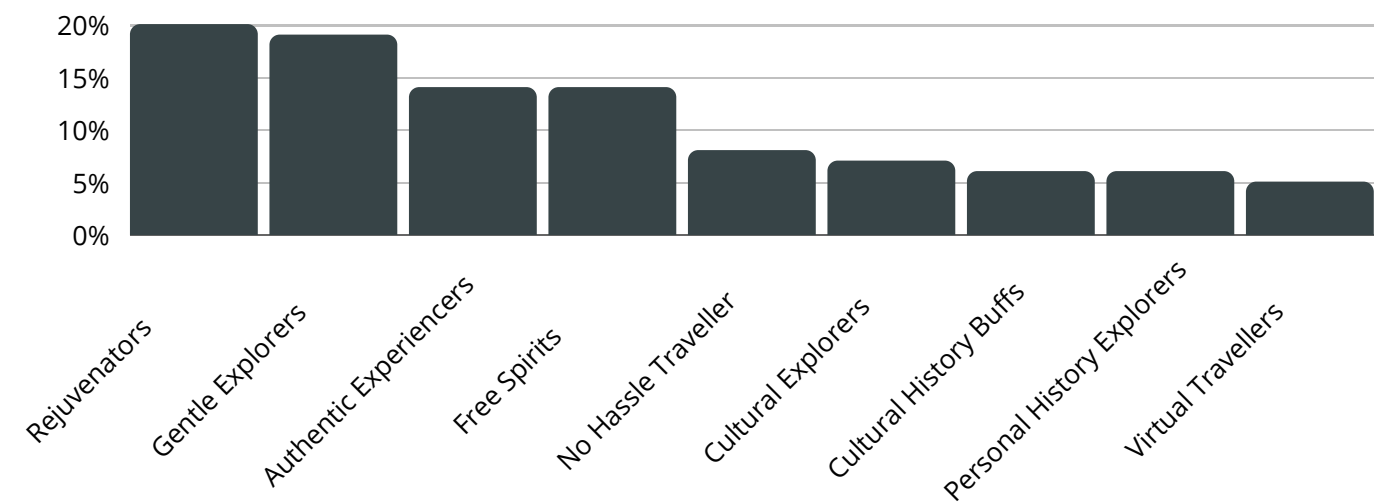
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



### Canadian Visitation to British Columbia - June



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing June 2019, 2020 to June 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

# JULY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

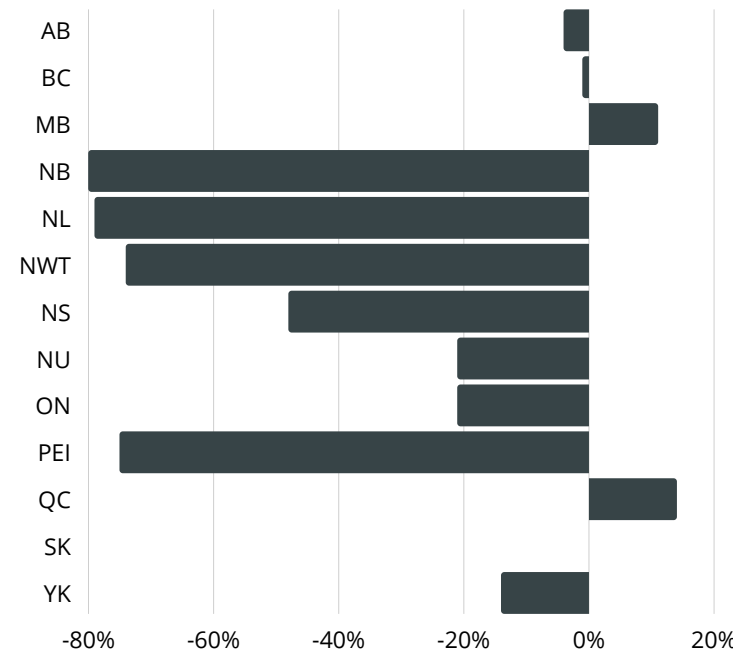
- The number of visits to British Columbia from Canadian travellers dropped by **-3%** when comparing July 2019 to July 2021.
  - Trips decreased by **-10%** and Overnight Stays increased by **9%** from July 2019 to July 2021.
- The number of visits to British Columbia from Canadian travellers increased by **5%** when comparing July 2020 to July 2021.
  - Trips decreased by **-2%** and Overnight Stays increased by **13%** from July 2020 to July 2021.
- Visits to British Columbia from Manitoba and Quebec increased in July 2021 when compared to July 2019.

### July 2019 Provincial and National Visitation

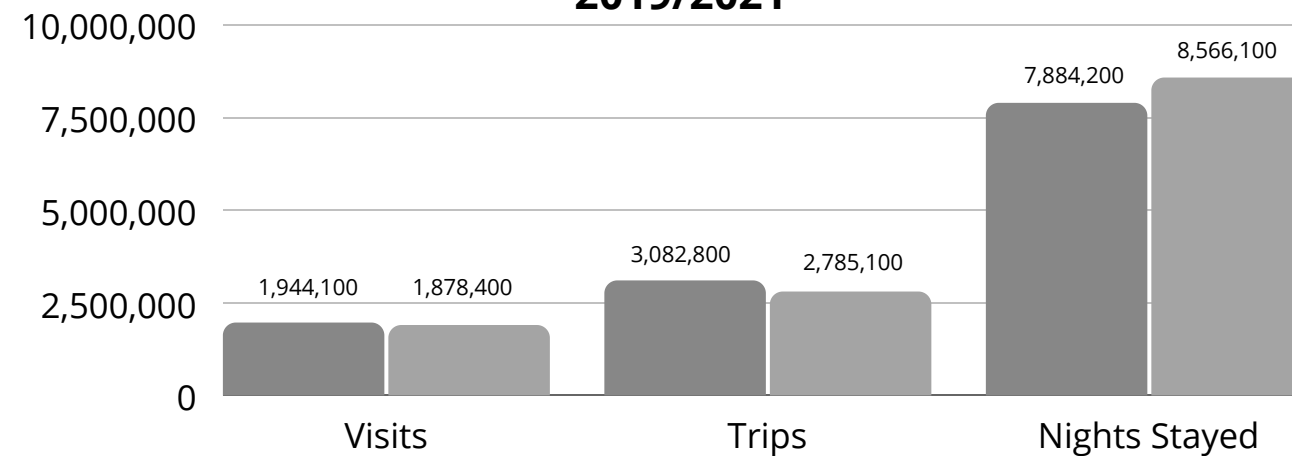
#### Canadian Visitation

- Canadian Visits to BC decreased by **-3%** from 1,944,100 in July 2019 to 1,878,400 in 2021.
- Canadian Trips to BC decreased by **-10%** from 3,082,800 in July 2019 to 2,785,100 in 2021.
- Canadian Night Stays in BC increased by **9%** from 7,884,200 in July 2019 to 8,566,100 in 2021.

#### Provincial Visits to British Columbia July 2019 vs. July 2021



#### Canadian Visitation to British Columbia - July 2019/2021

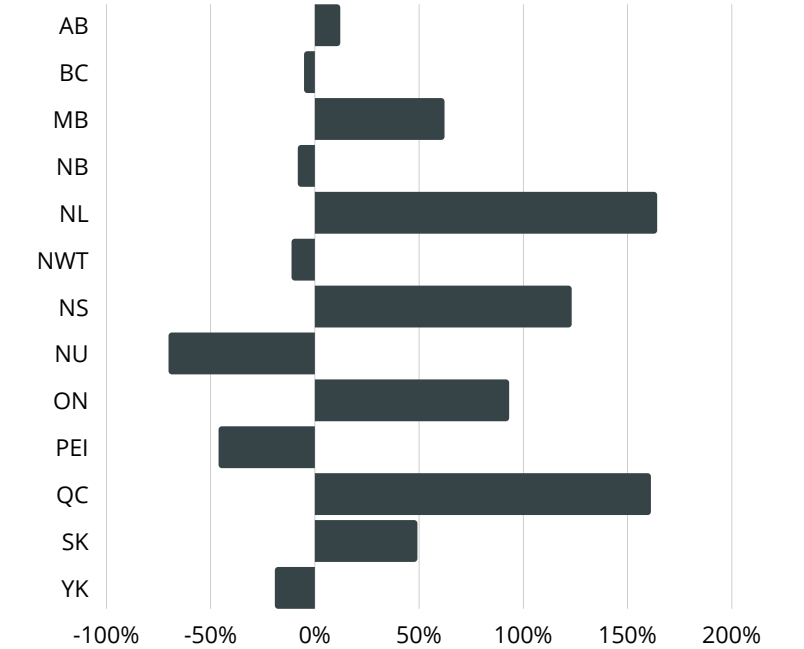


### July 2020 Provincial and National Visitation

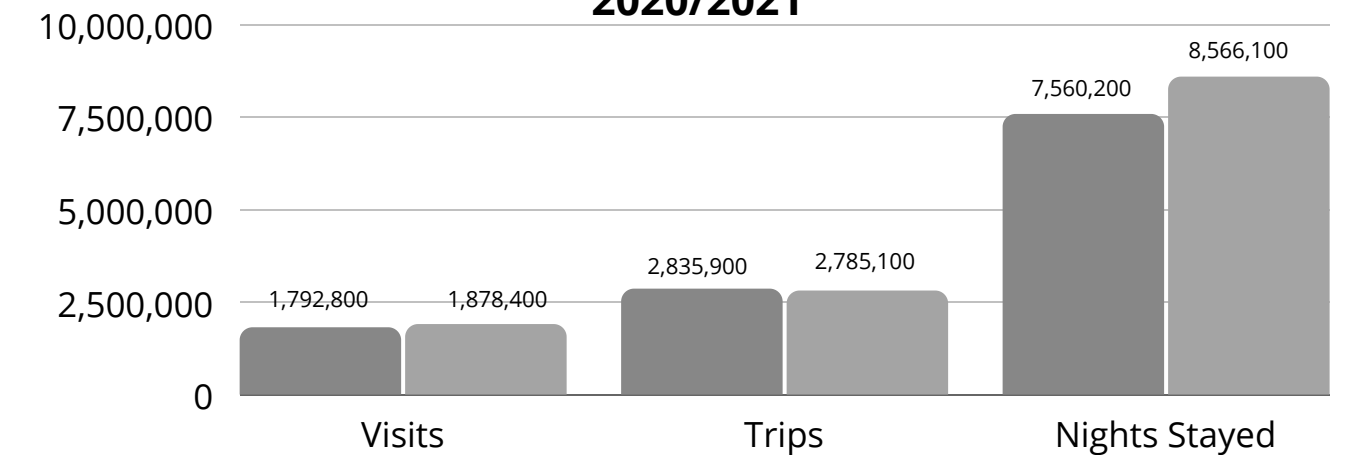
#### Canadian Visitation

- Canadian Visits to BC increased by **5%** from 1,792,800 in July 2020 to 1,878,400 in 2021.
- Canadian Trips to BC decreased by **-2%** from 2,835,900 in July 2020 to 2,785,100 in 2021.
- Canadian Night Stays in BC increased by **13%** from 7,560,200 in July 2020 to 8,566,100 in 2021.

#### Provincial Visits to British Columbia July 2020 vs. July 2021



#### Canadian Visitation to British Columbia - July 2020/2021



# JULY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

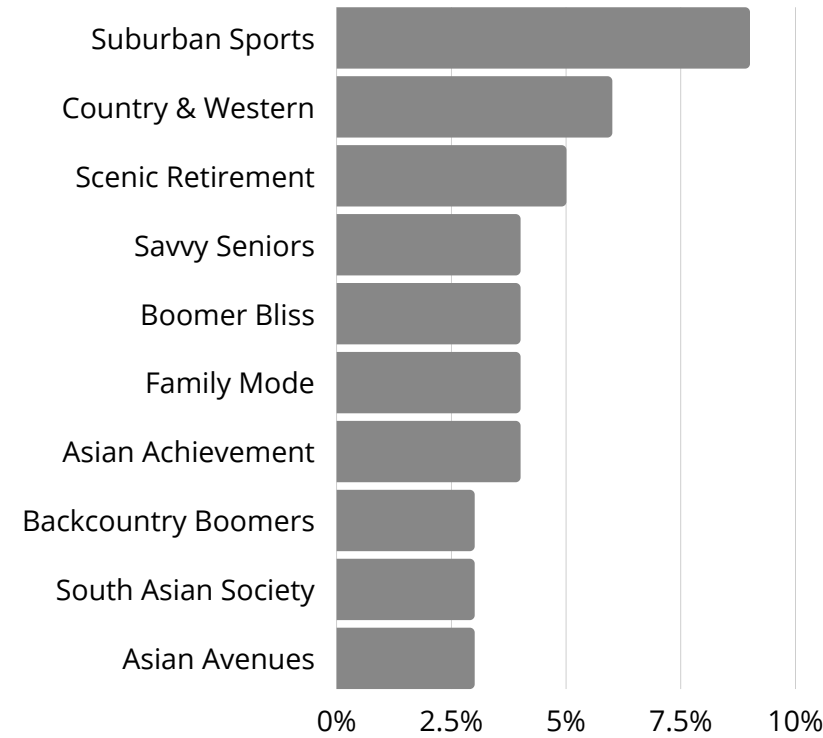
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in July 2019.
- Suburban Sports, Country & Western and Asian Achievement were the top three in July 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in July 2019.
- Gentle Explorers, Free Spirits and Rejuvenators were the top three in July 2021.

### July 2019 BC Visits to BC by PRIZM Segment

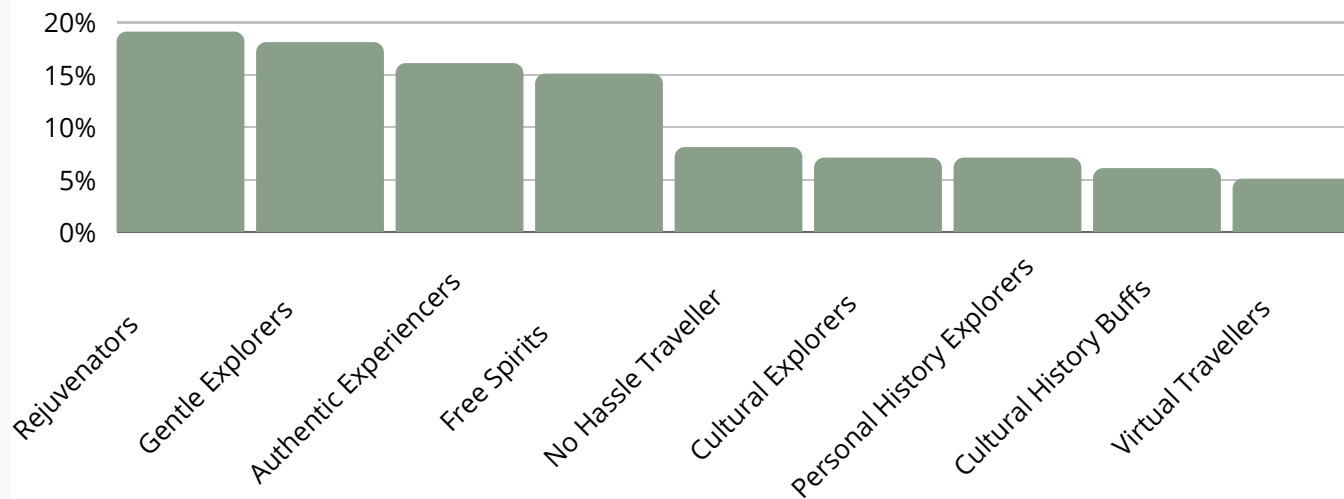
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- **Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



### Canadian Visitation to British Columbia - July

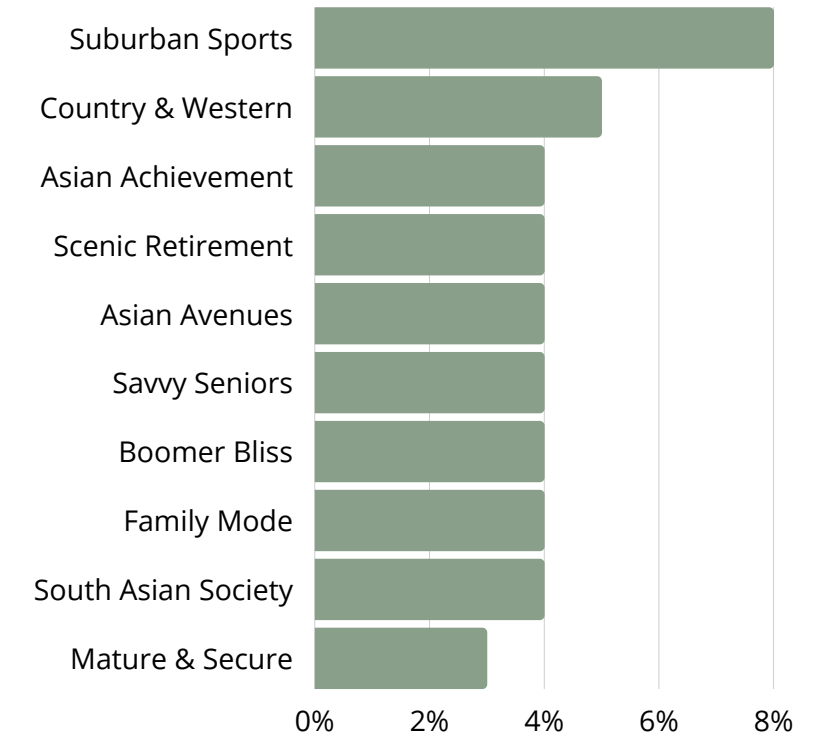


### July 2021 BC Visits to BC by PRIZM Segment

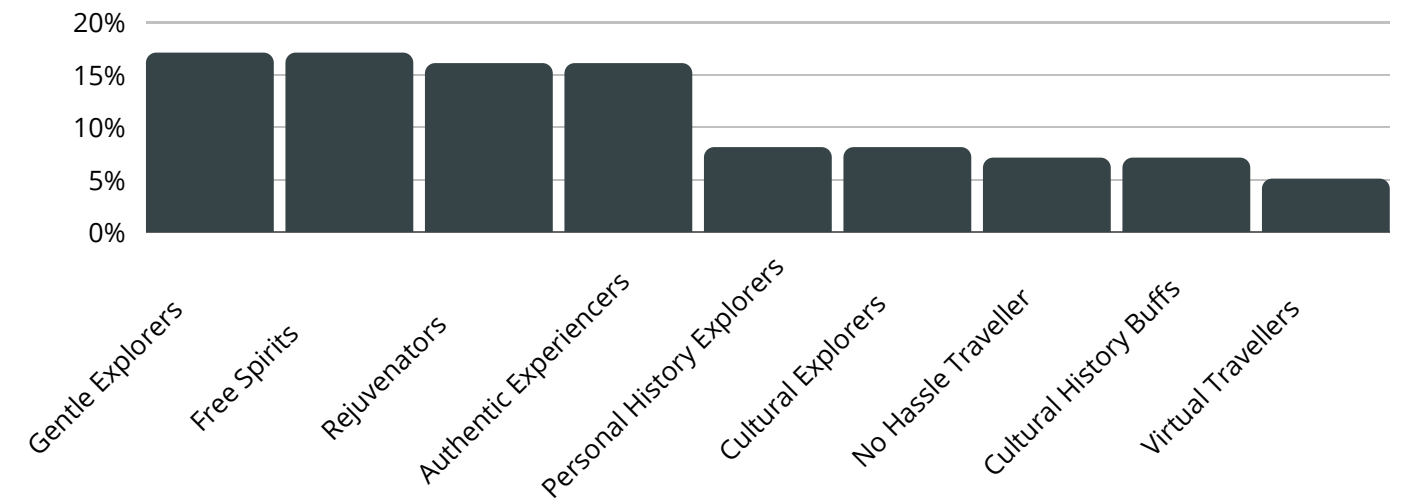
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- **Asian Achievement** rank 2nd, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734).



### Canadian Visitation to British Columbia - July



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing July 2019, 2020 to July 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# AUGUST 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

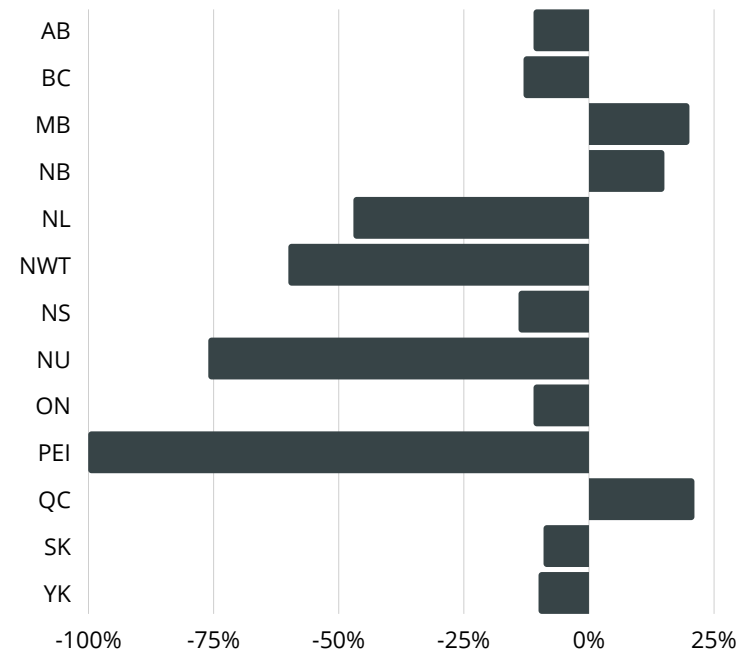
- The number of visits to British Columbia from Canadian travellers dropped by **-11%** when comparing August 2019 to August 2021.
  - Trips decreased by **-17%** and Overnight Stays increased by **1%** from August 2019 to August 2021.
- The number of visits to British Columbia from Canadian travellers decreased by **-4%** when comparing August 2020 to August 2021.
  - Trips decreased by **-11%** and Overnight Stays decreased by **3%** from August 2020 to August 2021.

### August 2019 Provincial and National Visitation

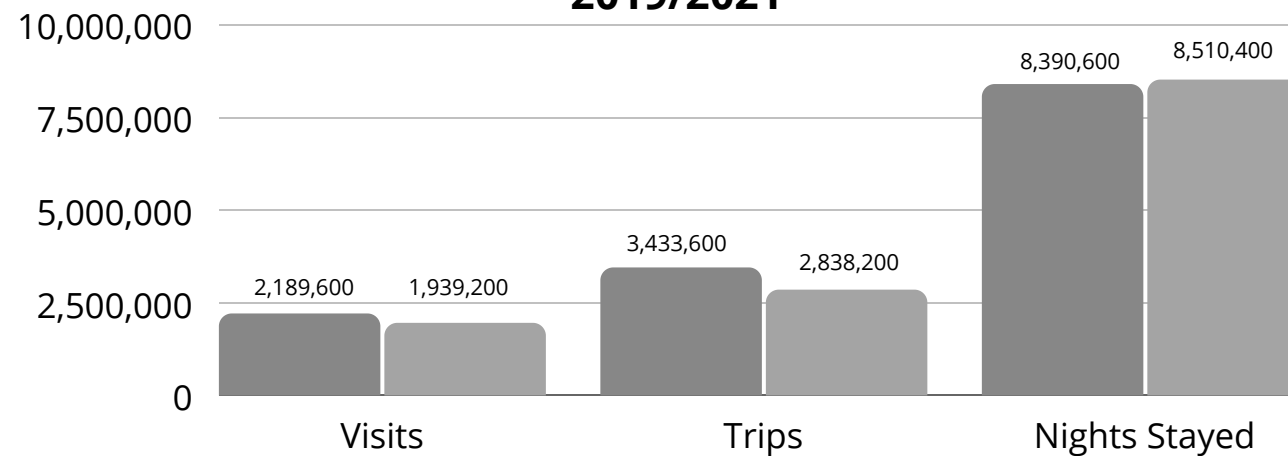
#### Canadian Visitation

- Canadian Visits to BC decreased by **-11%** from 2,189,600 in August 2019 to 1,939,200 in 2021.
- Canadian Trips to BC decreased by **-17%** from 3,433,600 in August 2019 to 2,838,200 in 2021.
- Canadian Night Stays in BC increased by **1%** from 8,390,600 in August 2019 to 8,510,400 in 2021.

#### Provincial Visits to British Columbia August 2019 vs. August 2021



#### Canadian Visitation to British Columbia - August 2019/2021

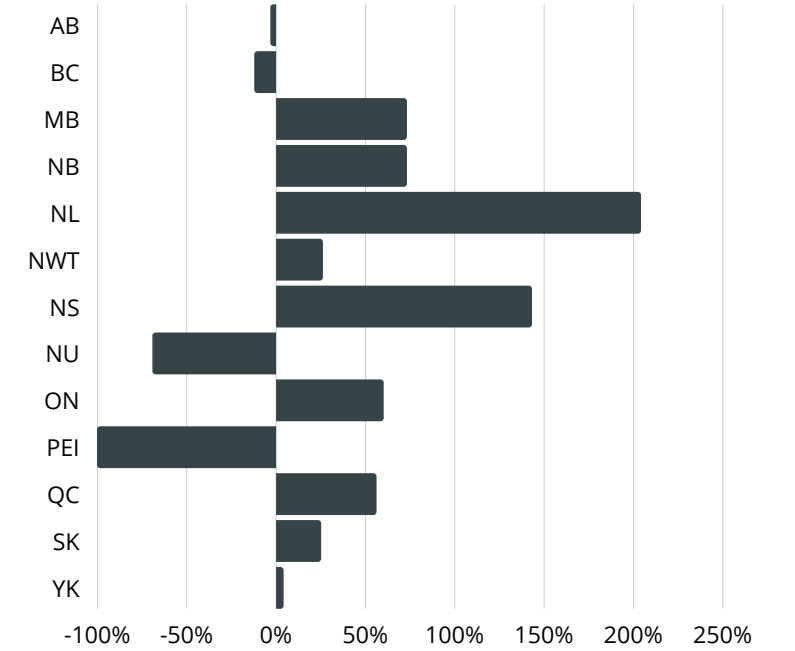


### August 2020 Provincial and National Visitation

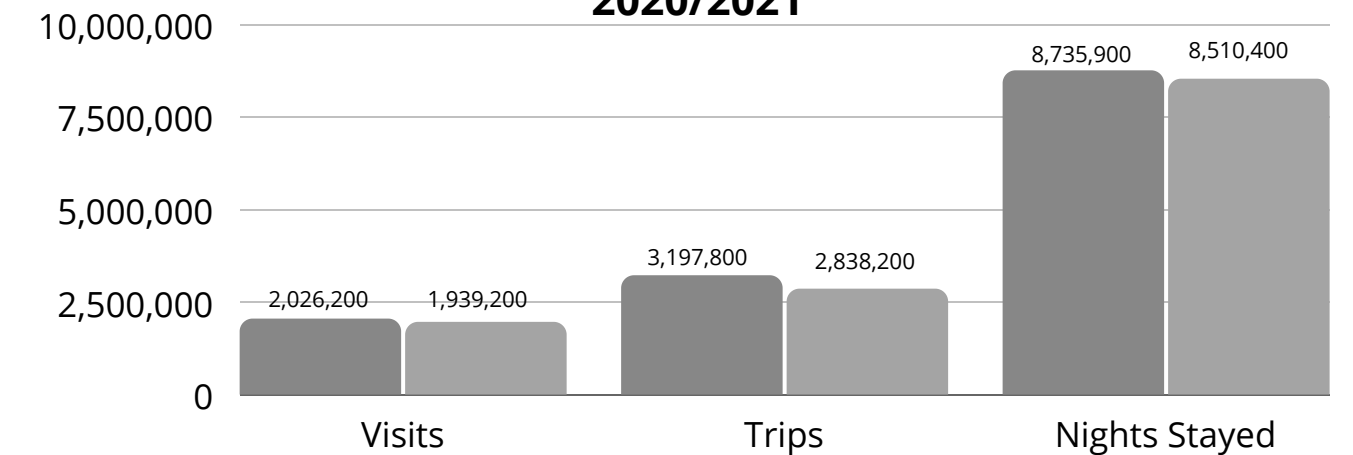
#### Canadian Visitation

- Canadian Visits to BC decreased by **-4%** from 2,026,200 in August 2020 to 1,939,200 in 2021.
- Canadian Trips to BC decreased by **-11%** from 3,197,800 in August 2020 to 2,838,200 in 2021.
- Canadian Night Stays in BC decreased by **-3%** from 8,735,900 in August 2020 to 8,510,400 in 2021.

#### Provincial Visits to British Columbia August 2020 vs. August 2021



#### Canadian Visitation to British Columbia - August 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing August 2019, 2020 to August 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# AUGUST 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

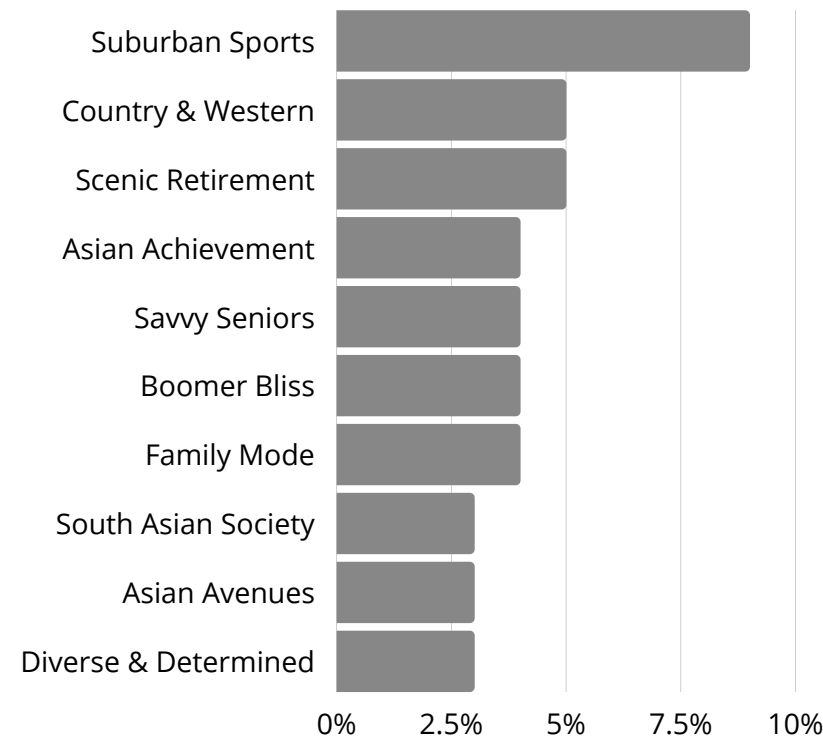
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in August 2019.
- Suburban Sports, Country & Western and Savvy Seniors were the top three in August 2021.
  - Scenic Retirement ranked 3rd in August 2019 and 4th in 2021.
  - Savvy Seniors ranked 3rd in August 2021 and 5th in 2019.
- Gentle Explorers, Rejuvenators and Authentic Experiencers were the top three EQ Traveller Types in August 2019 and 2021.

### August 2019 BC Visits to BC by PRIZM Segment

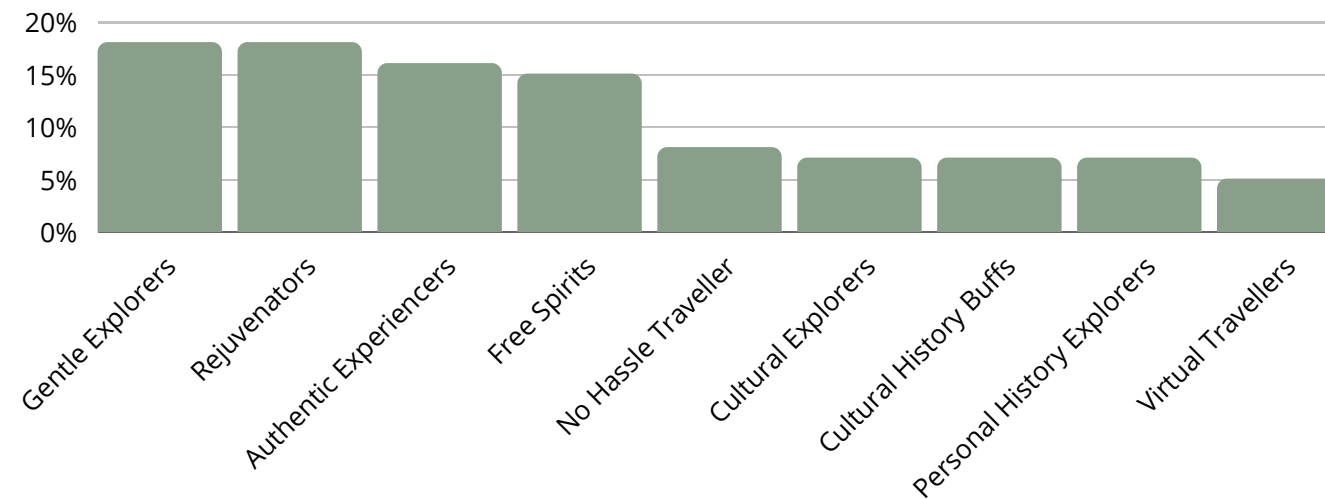
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



### Canadian Visitation to British Columbia - August

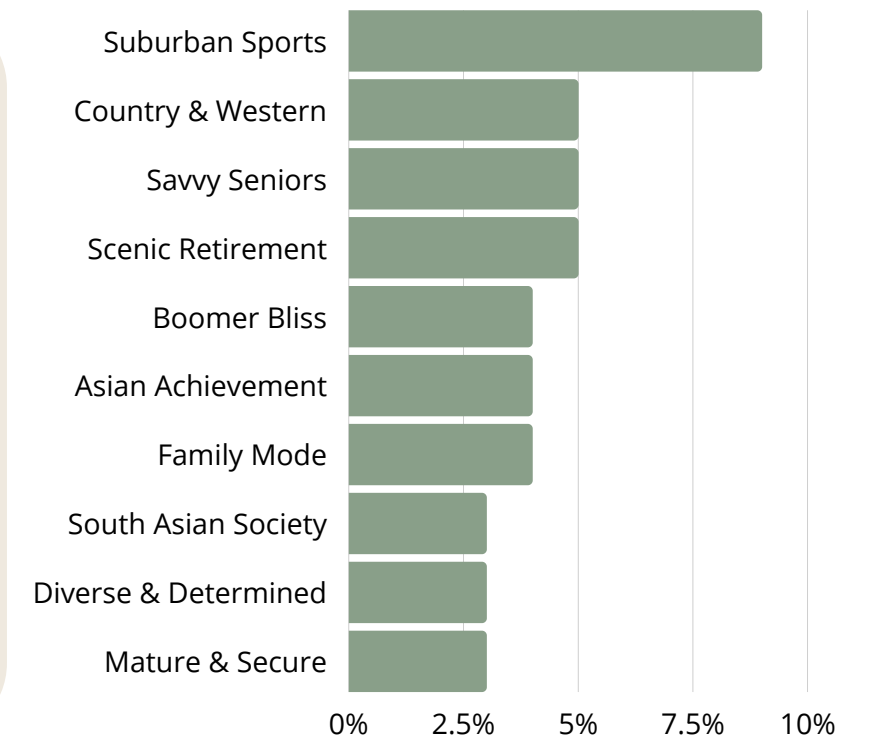


### August 2021 BC Visits to BC by PRIZM Segment

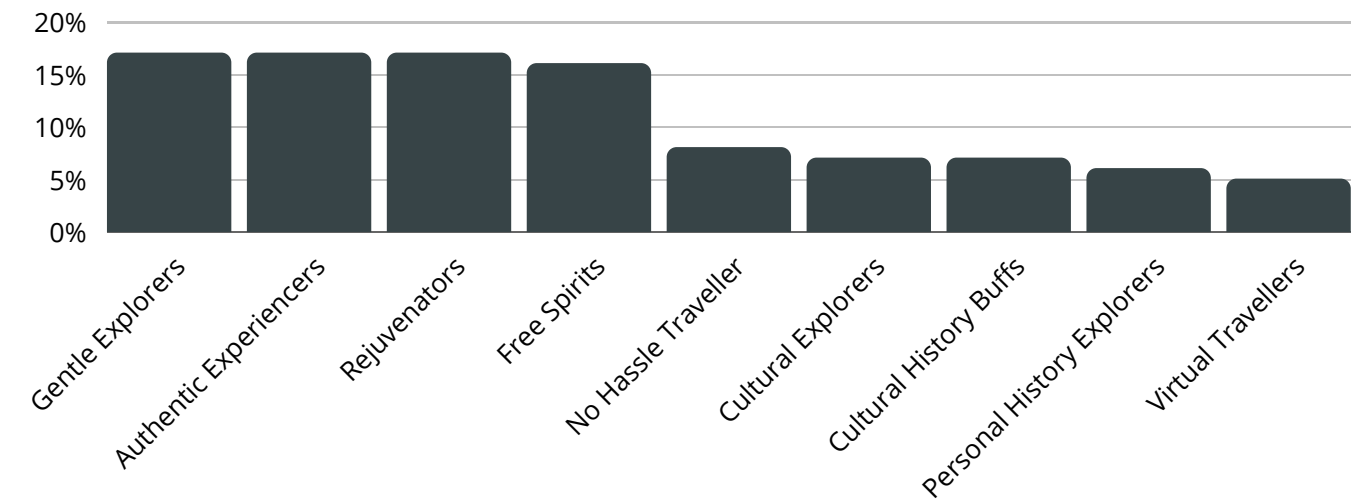
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- Savvy Seniors** rank 4th, making up 89,521 households, or 4.4% of the total Households in British Columbia (2,018,734).



### Canadian Visitation to British Columbia - August



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing August 2019, 2020 to August 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100



# SEPTEMBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

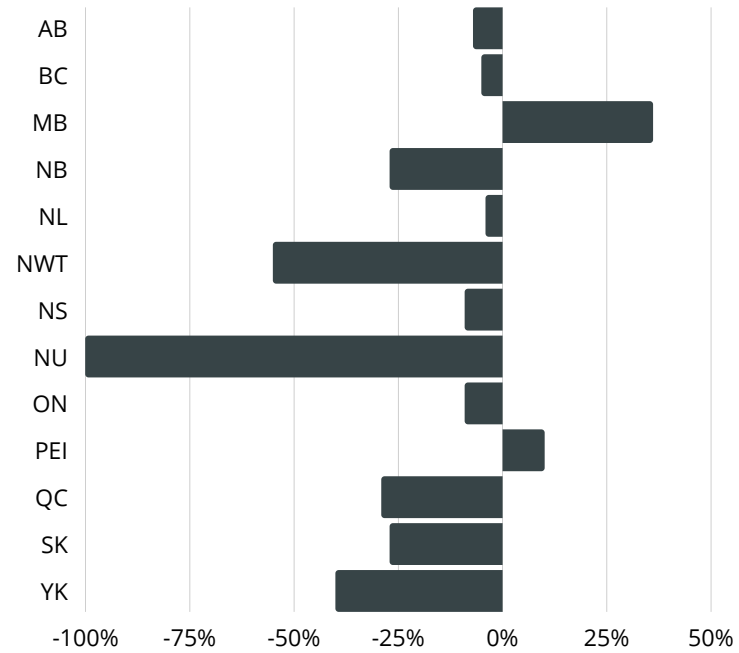
- The number of visits to British Columbia from Canadian travellers dropped by **-6%** when comparing September 2019 to September 2021.
  - Trips decreased by **-13%** and Overnight Stays decreased by **-2%** from September 2019 to September 2021.
- The number of visits to British Columbia from Canadian travellers decreased by **-8%** when comparing September 2020 to September 2021.
  - Trips decreased by **-13%** and Overnight Stays decreased by **-10%** from September 2020 to September 2021.

### September 2019 Provincial and National Visitation

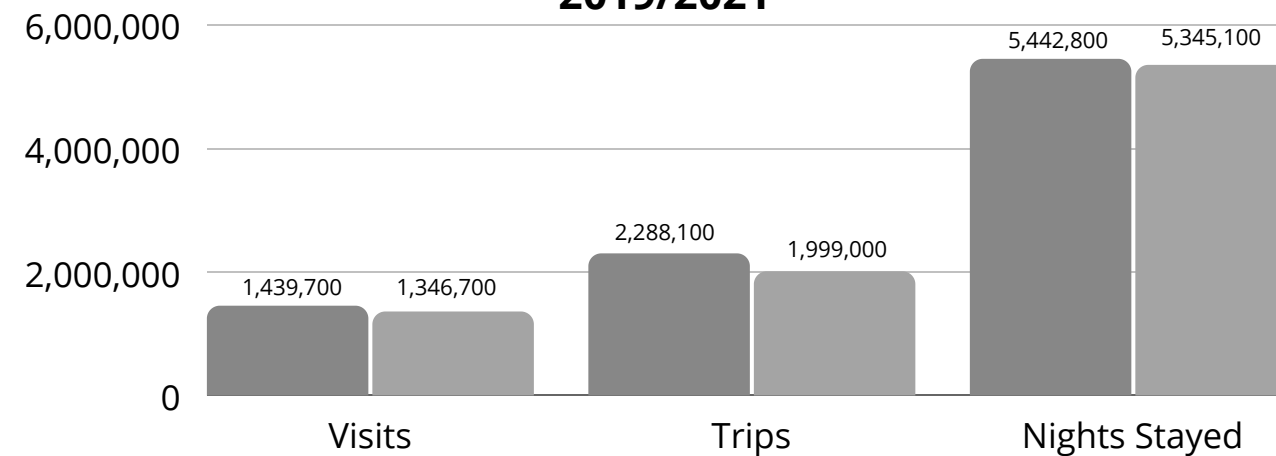
#### Canadian Visitation

- Canadian Visits to BC decreased by **-6%** from 1,439,700 in September 2019 to 1,346,700 in 2021.
- Canadian Trips to BC decreased by **-13%** from 2,288,100 in September 2019 to 1,999,000 in 2021.
- Canadian Night Stays in BC decreased by **-2%** from 5,442,800 in September 2019 to 5,345,100 in 2021.

#### Provincial Visits to British Columbia September 2019 vs. September 2021



#### Canadian Visitation to British Columbia - September 2019/2021

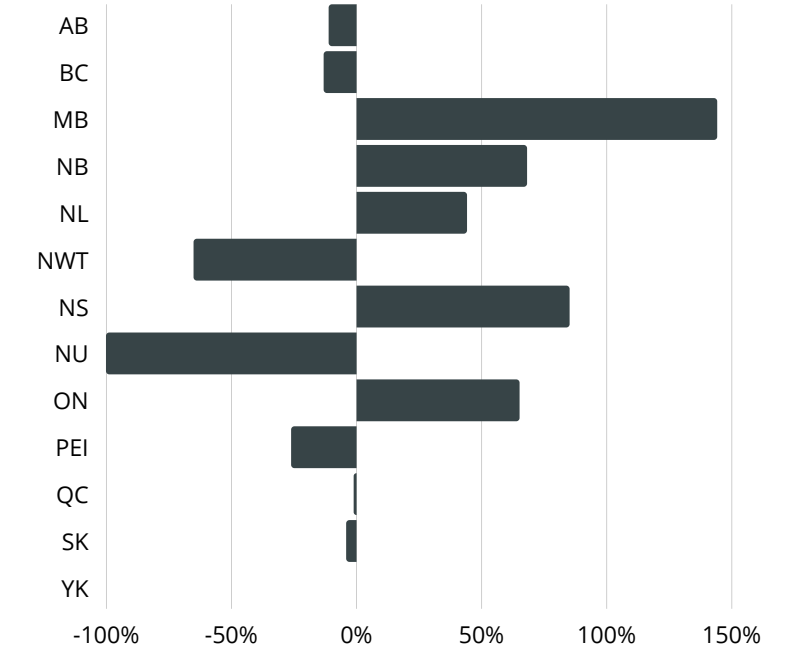


### September 2020 Provincial and National Visitation

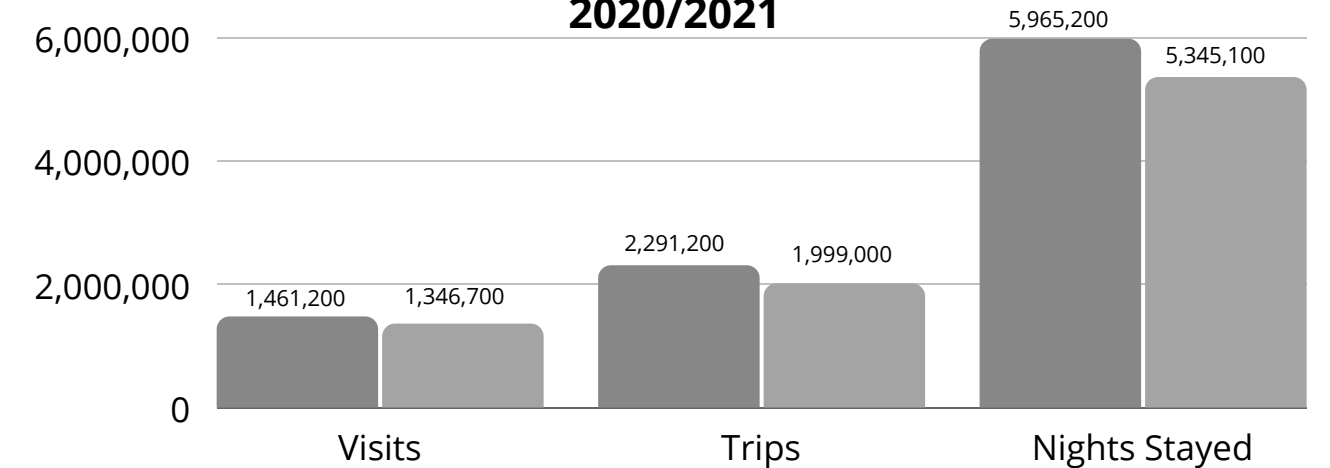
#### Canadian Visitation

- Canadian Visits to BC decreased by **-8%** from 1,461,200 in September 2020 to 1,346,700 in 2021.
- Canadian Trips to BC decreased by **-13%** from 2,291,200 in September 2020 to 1,999,000 in 2021.
- Canadian Night Stays in BC decreased by **-10%** from 5,965,200 in September 2020 to 5,345,100 in 2021.

#### Provincial Visits to British Columbia September 2020 vs. September 2021



#### Canadian Visitation to British Columbia - September 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing September 2019, 2020 to September 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

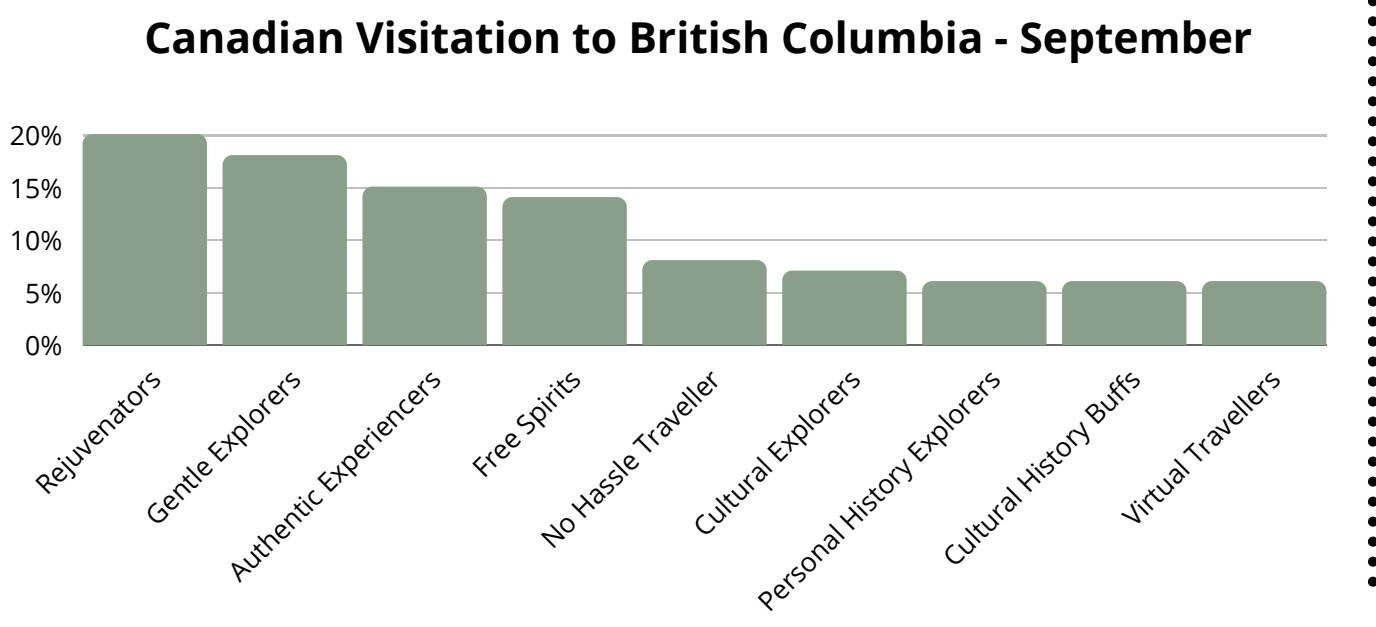
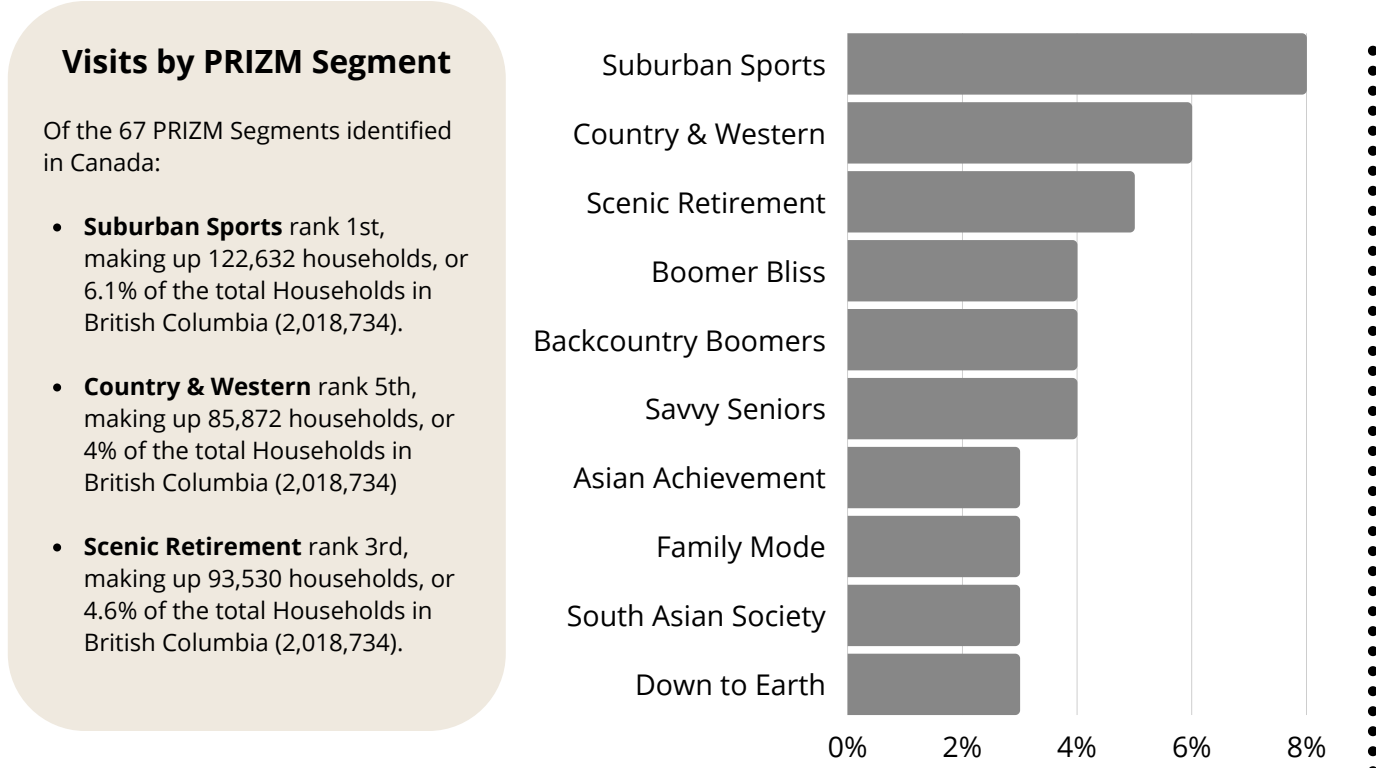
# SEPTEMBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

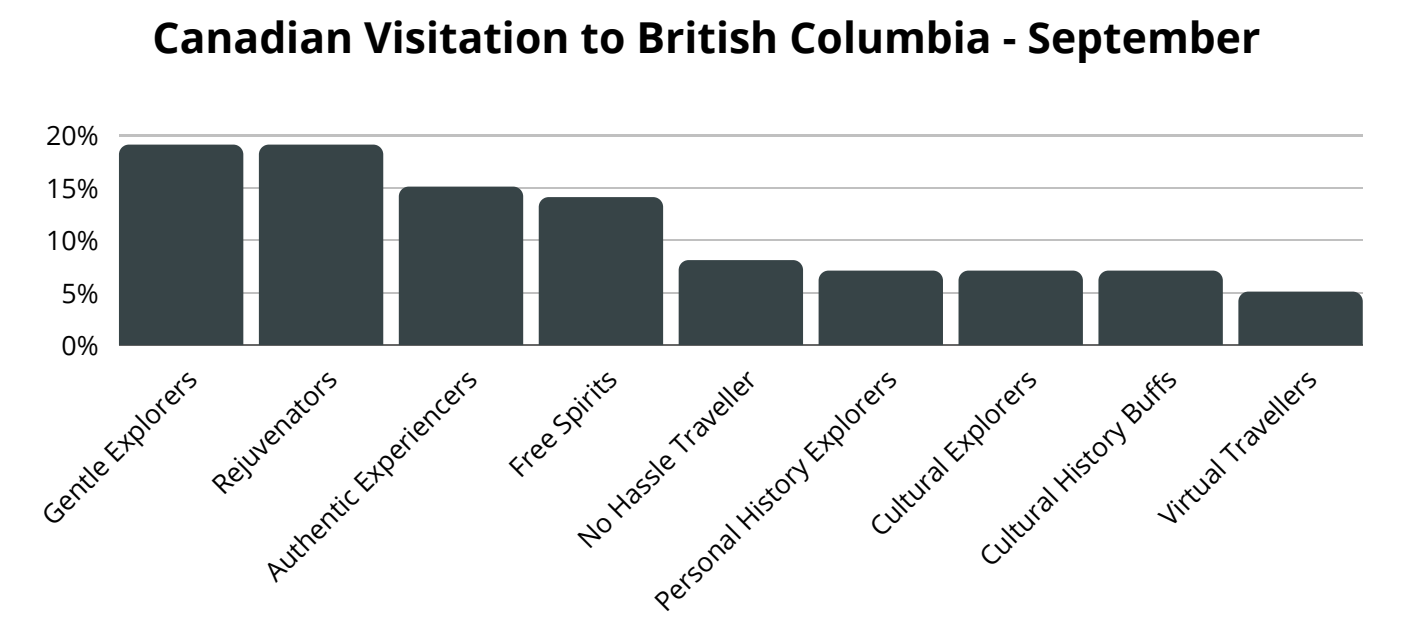
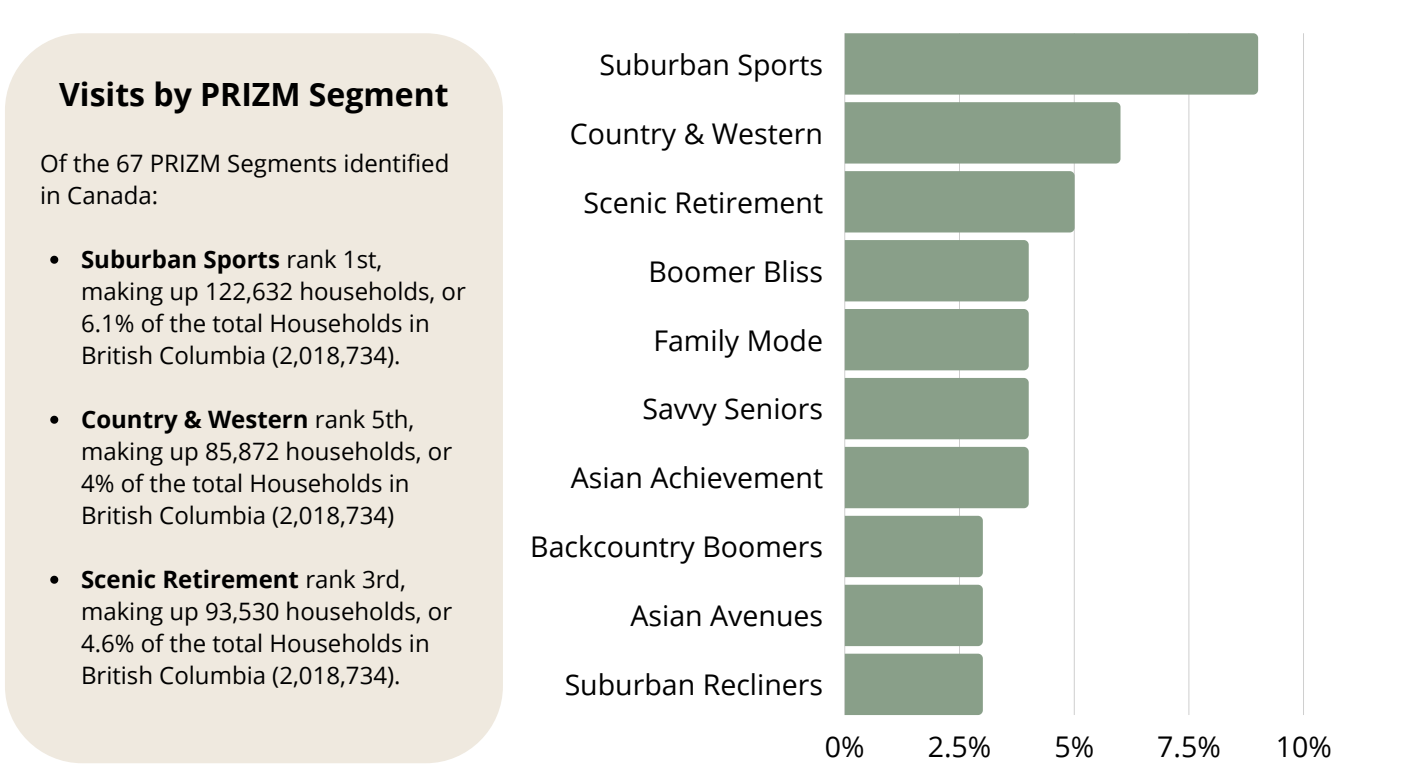
### Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in September 2019 and 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in September 2019 and 2021.

### September 2019 BC Visits to BC by PRIZM Segment



### September 2021 BC Visits to BC by PRIZM Segment



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing September 2019, 2020 to September 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# OCTOBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

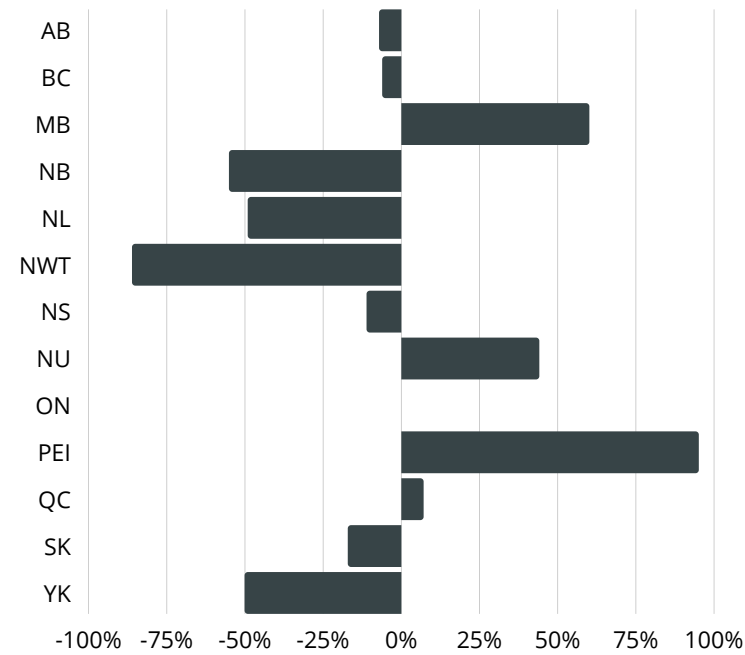
- The number of visits to British Columbia from Canadian travellers dropped by **-5%** when comparing October 2019 to October 2021.
  - Trips decreased by **-10%** and Overnight Stays decreased by **-3%** from October 2019 to October 2021.
- The number of visits to British Columbia from Canadian travellers increased by **2%** when comparing October 2020 to October 2021.
  - Trips decreased by **-2%** and Overnight Stays decreased by **-3%** from October 2020 to October 2021.

### October 2019 Provincial and National Visitation

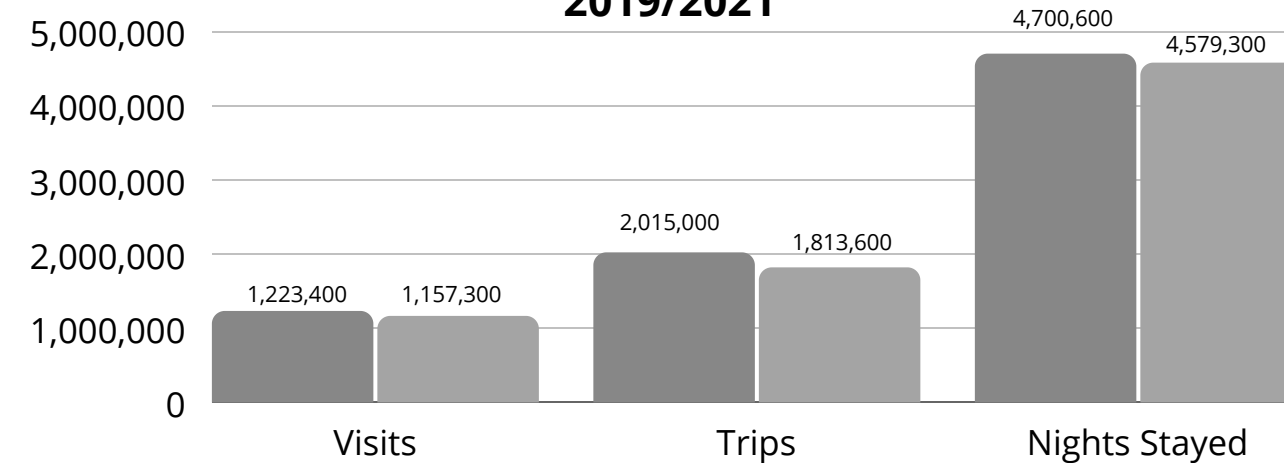
#### Canadian Visitation

- Canadian Visits to BC decreased by **-5%** from 1,223,400 in October 2019 to 1,157,300 in 2021.
- Canadian Trips to BC decreased by **-10%** from 2,015,000 in October 2019 to 1,813,600 in 2021.
- Canadian Night Stays in BC decreased by **-3%** from 4,700,600 in October 2019 to 4,579,300 in 2021.

#### Provincial Visits to British Columbia October 2019 vs. October 2021



#### Canadian Visitation to British Columbia - October 2019/2021

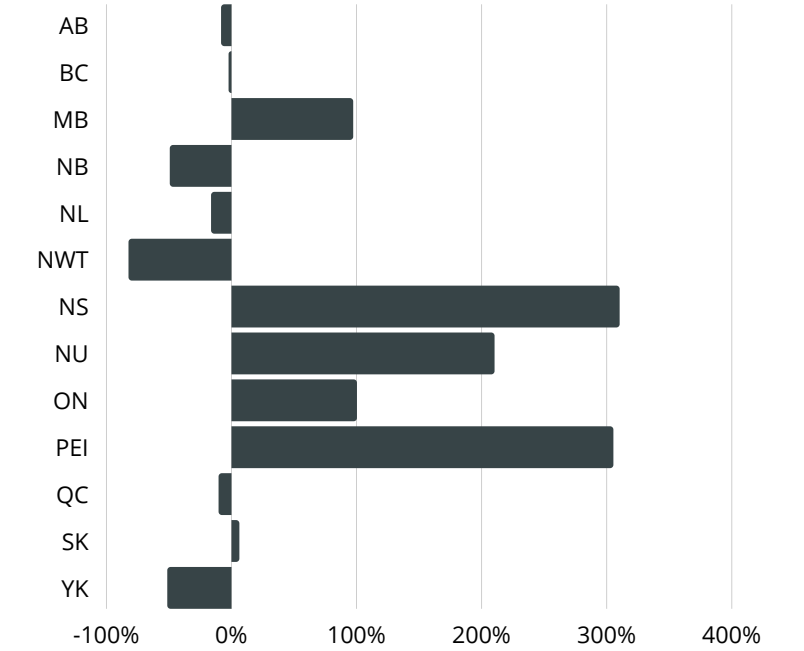


### October 2020 Provincial and National Visitation

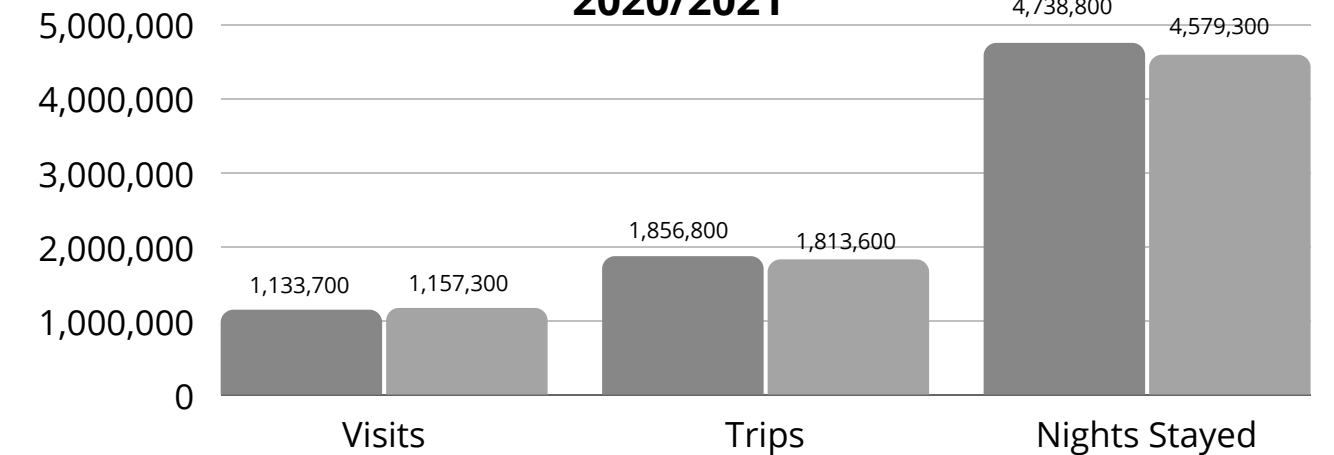
#### Canadian Visitation

- Canadian Visits to BC increased by **2%** from 1,133,700 in October 2020 to 1,157,300 in 2021.
- Canadian Trips to BC decreased by **-2%** from 1,856,800 in October 2020 to 1,813,600 in 2021.
- Canadian Night Stays in BC decreased by **-3%** from 4,738,800 in October 2020 to 4,579,300 in 2021.

#### Provincial Visits to British Columbia October 2020 vs. October 2021



#### Canadian Visitation to British Columbia - October 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing October 2019, 2020 to October 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

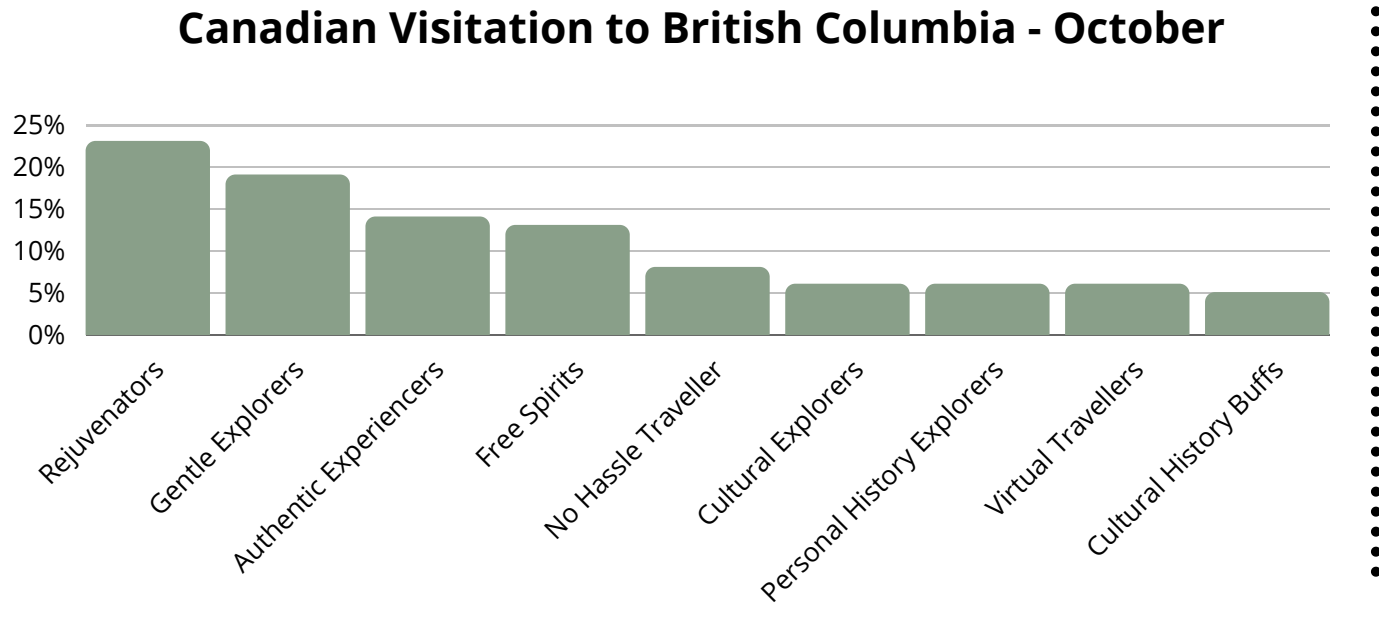
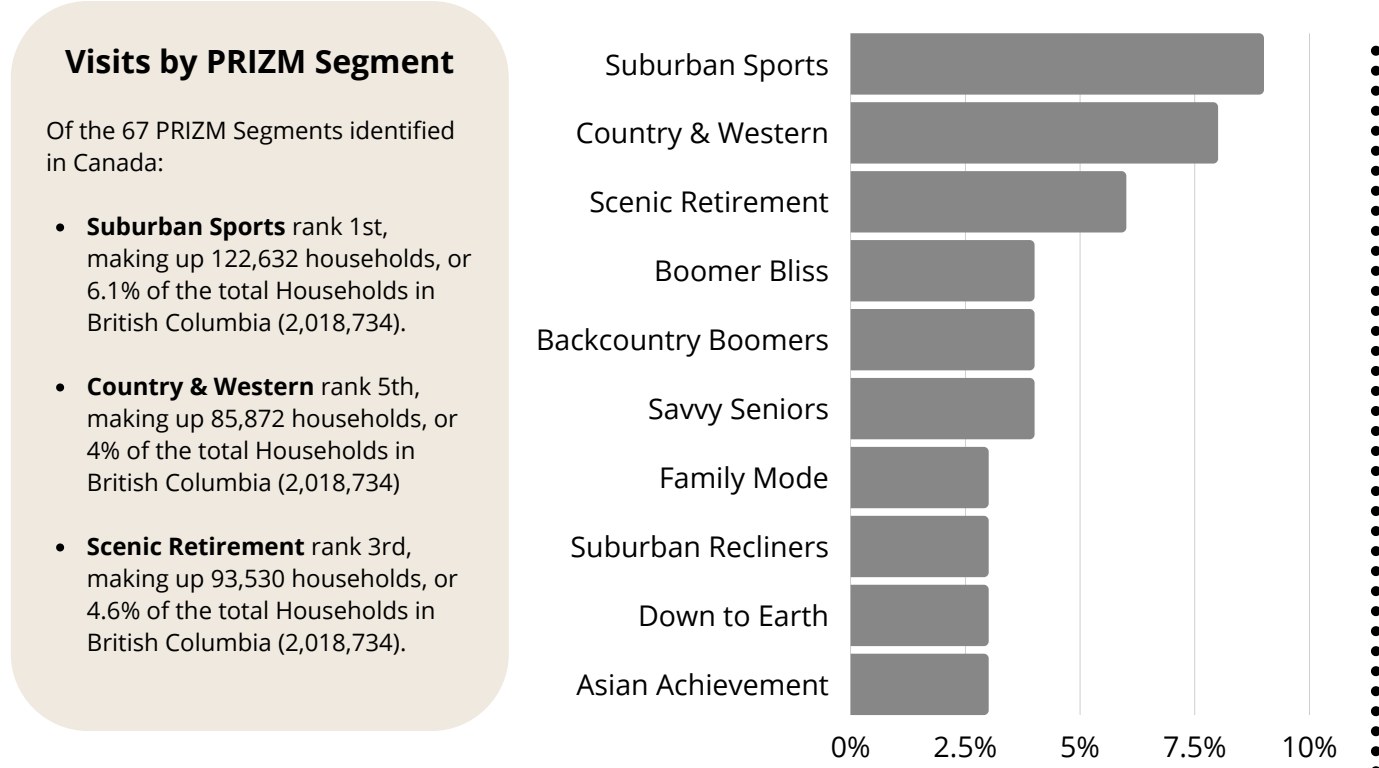
# OCTOBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

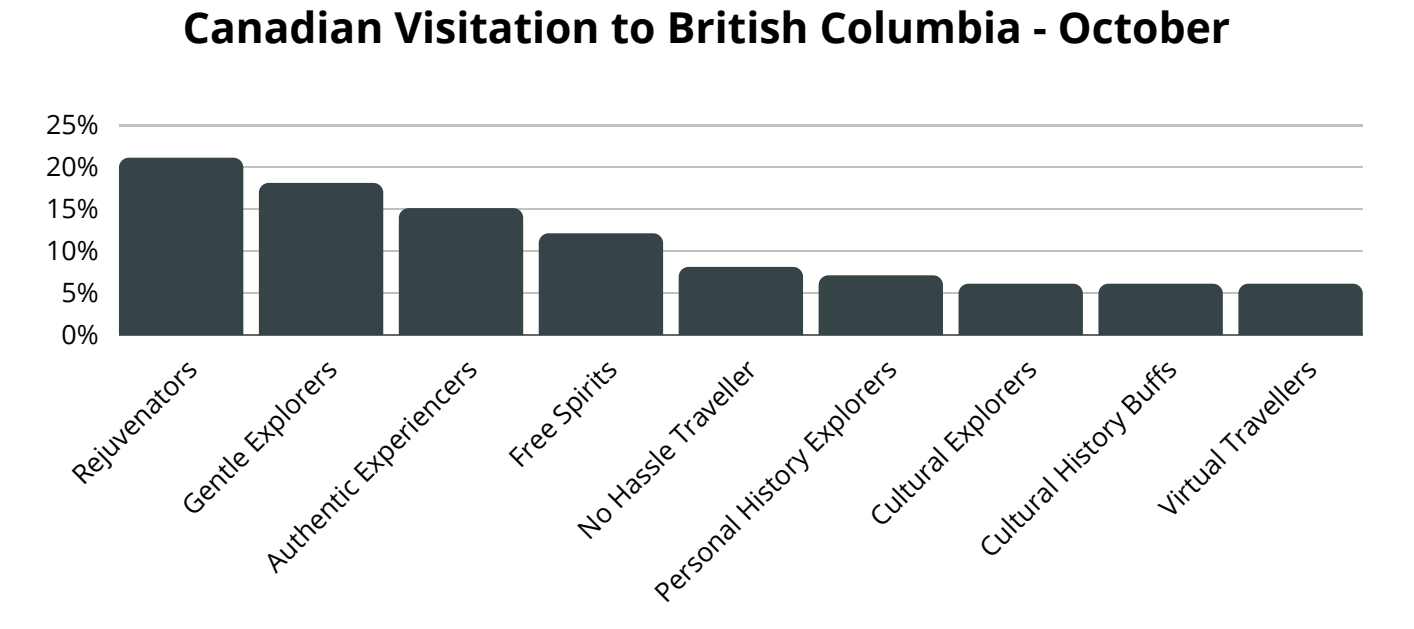
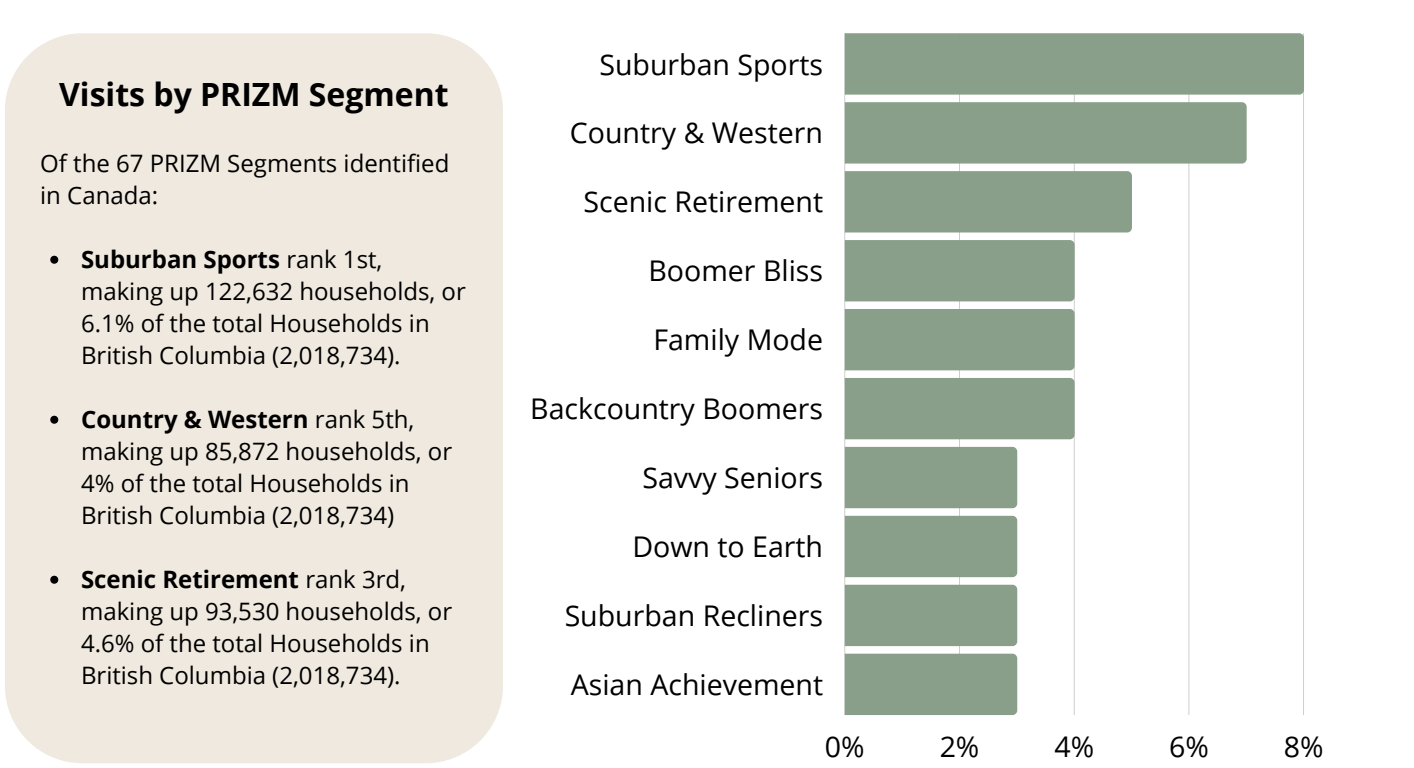
### Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in October 2019 and 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in October 2019 and 2021.

### October 2019 BC Visits to BC by PRIZM Segment



### October 2021 BC Visits to BC by PRIZM Segment



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing October 2019, 2020 to October 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# NOVEMBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

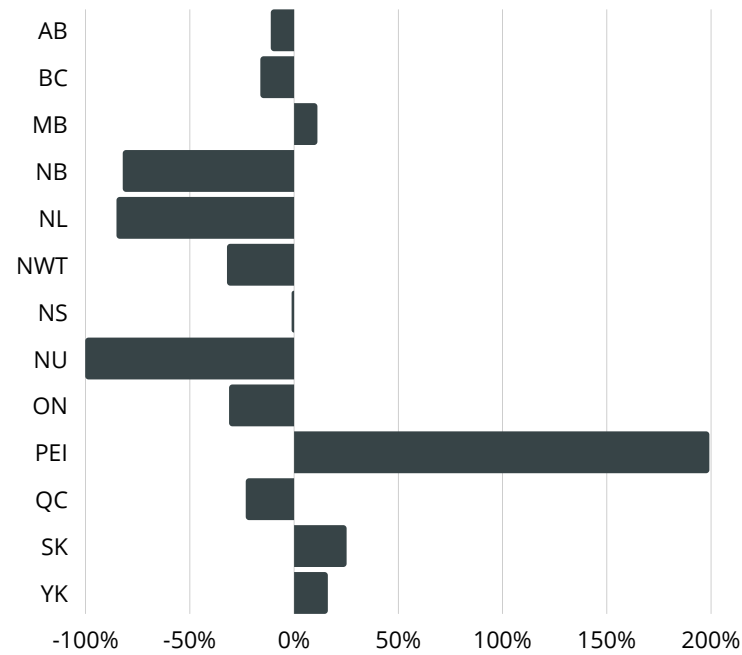
- The number of visits to British Columbia from Canadian travellers dropped by **-16%** when comparing November 2019 to November 2021.
  - Trips decreased by **-19%** and Overnight Stays decreased by **-1%** from November 2019 to November 2021.
- The number of visits to British Columbia from Canadian travellers increased by **28%** when comparing November 2020 to November 2021.
  - Trips increased by **17%** and Overnight Stays increased by **24%** from November 2020 to November 2021.

### November 2019 Provincial and National Visitation

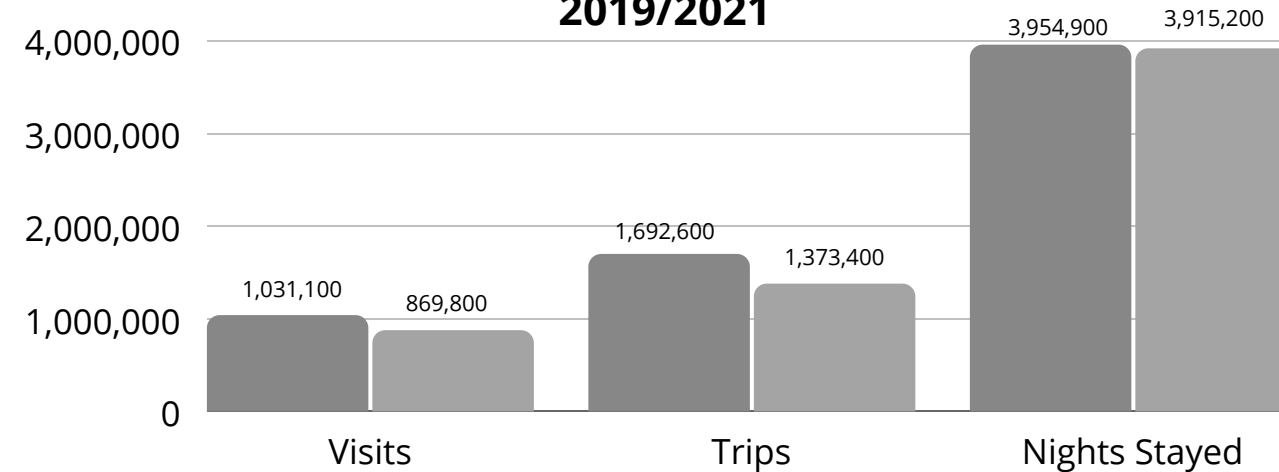
#### Canadian Visitation

- Canadian Visits to BC decreased by **-16%** from 1,031,100 in November 2019 to 869,800 in 2021.
- Canadian Trips to BC decreased by **-19%** from 1,692,600 in November 2019 to 1,373,400 in 2021.
- Canadian Night Stays in BC decreased by **-1%** from 3,954,900 in November 2019 to 3,915,200 in 2021.

#### Provincial Visits to British Columbia November 2019 vs. November 2021



#### Canadian Visitation to British Columbia - November 2019/2021

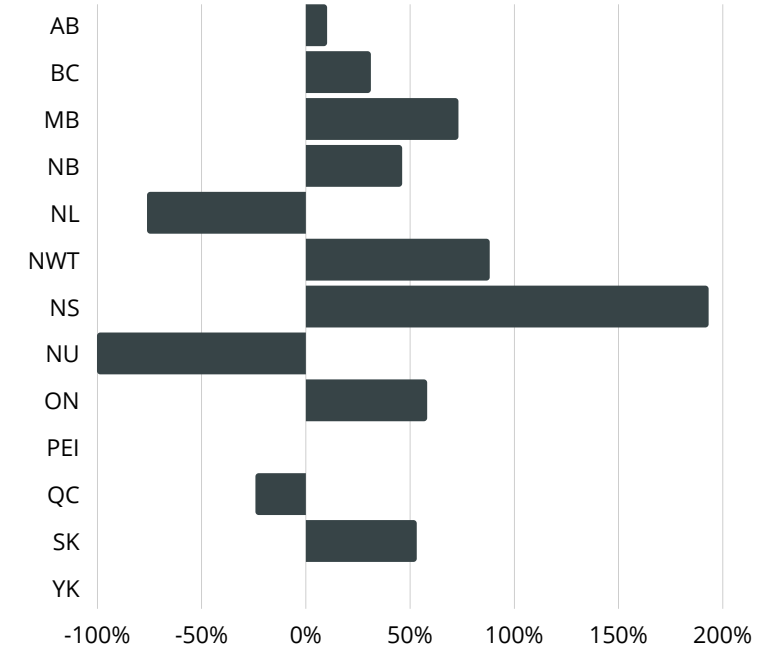


### November 2020 Provincial and National Visitation

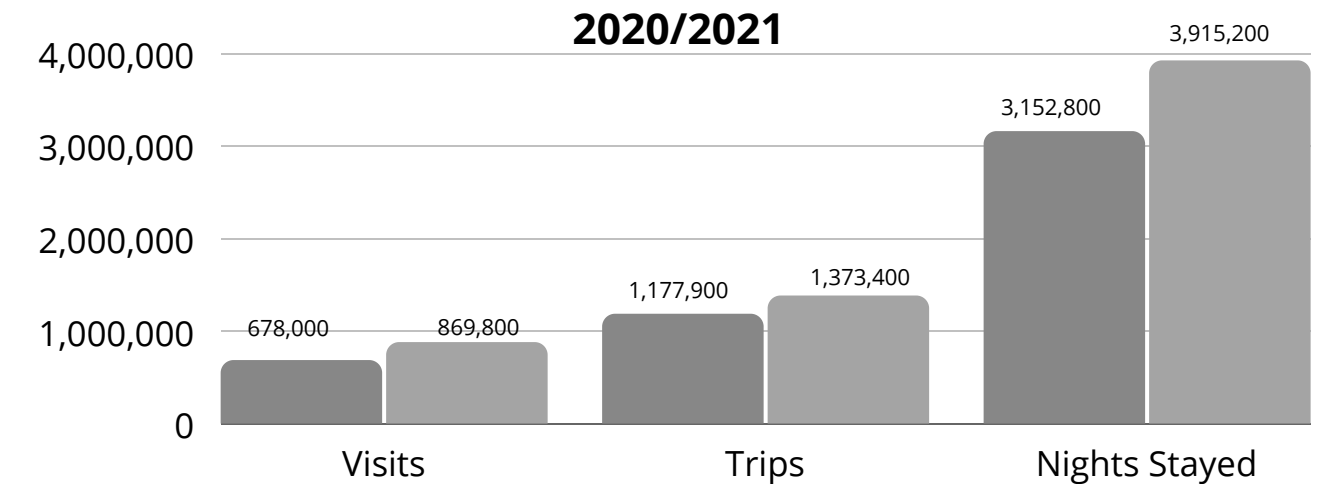
#### Canadian Visitation

- Canadian Visits to BC increased by **28%** from 678,000 in November 2020 to 869,800 in 2021.
- Canadian Trips to BC increased by **17%** from 1,177,900 in November 2020 to 1,373,400 in 2021.
- Canadian Night Stays in BC increased by **24%** from 3,152,800 in November 2020 to 3,915,200 in 2021.

#### Provincial Visits to British Columbia November 2020 vs. November 2021



#### Canadian Visitation to British Columbia - November 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing November 2019, 2020 to November 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

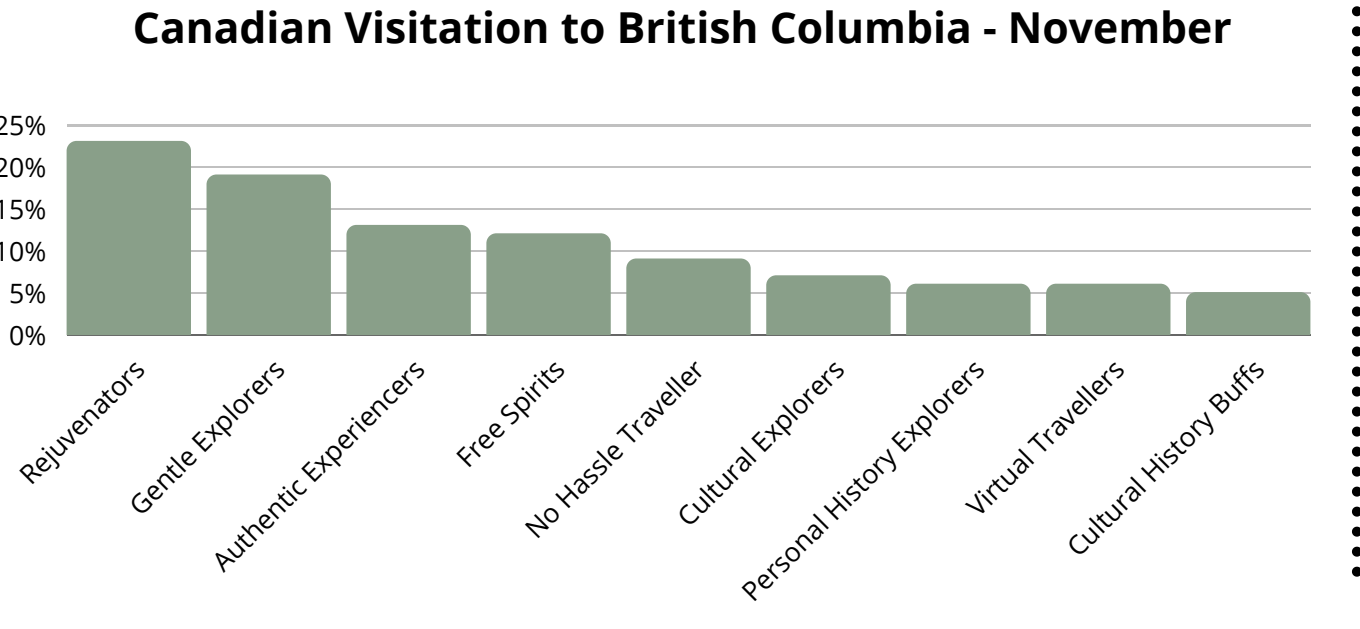
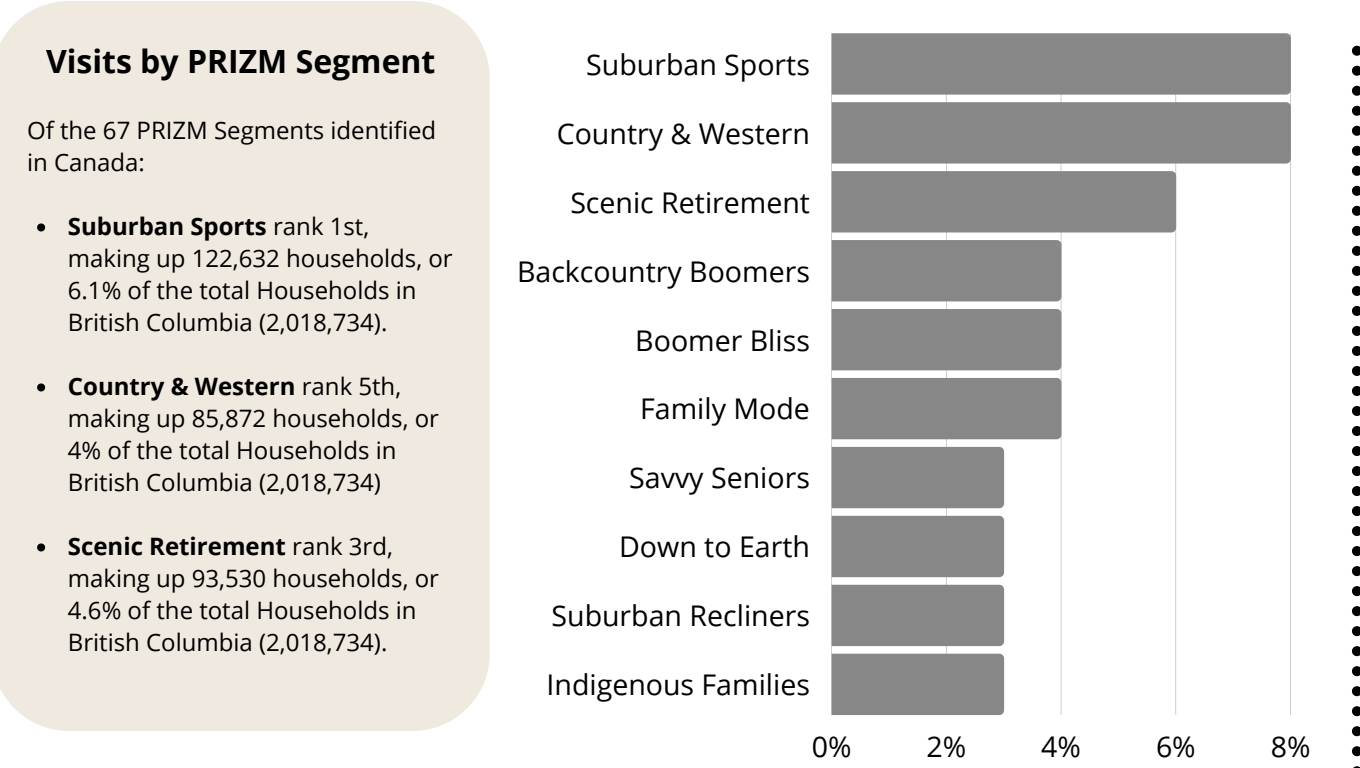
# NOVEMBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

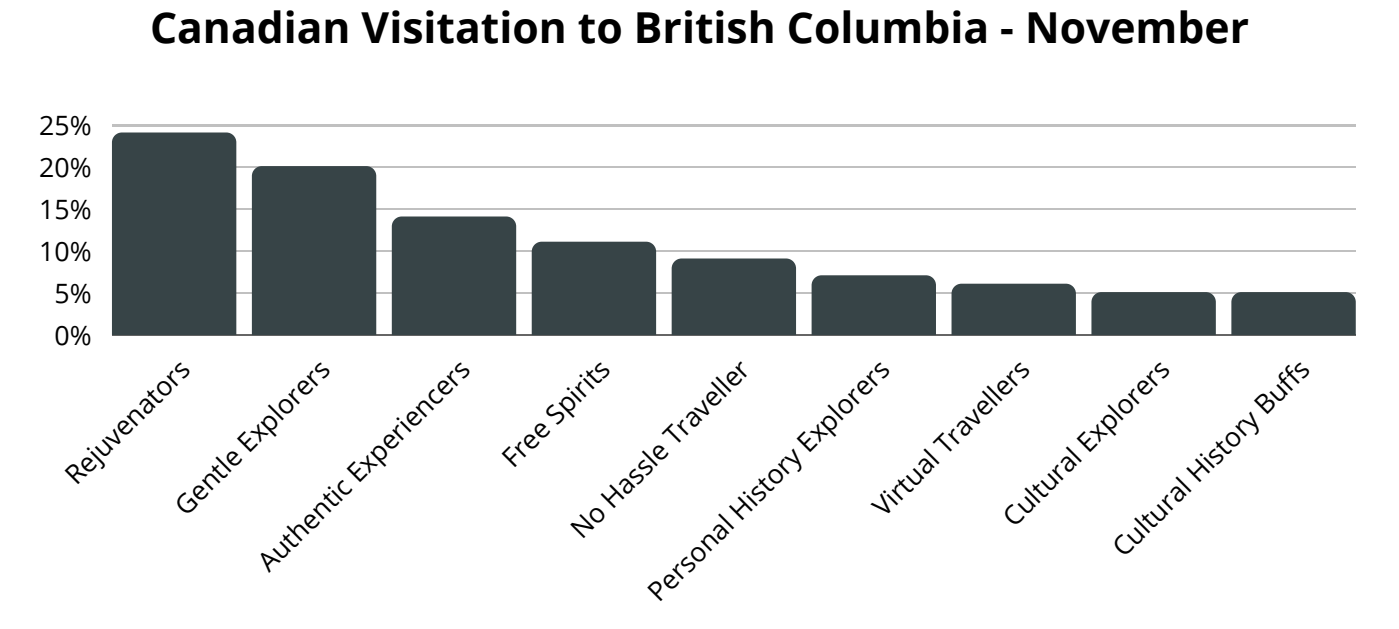
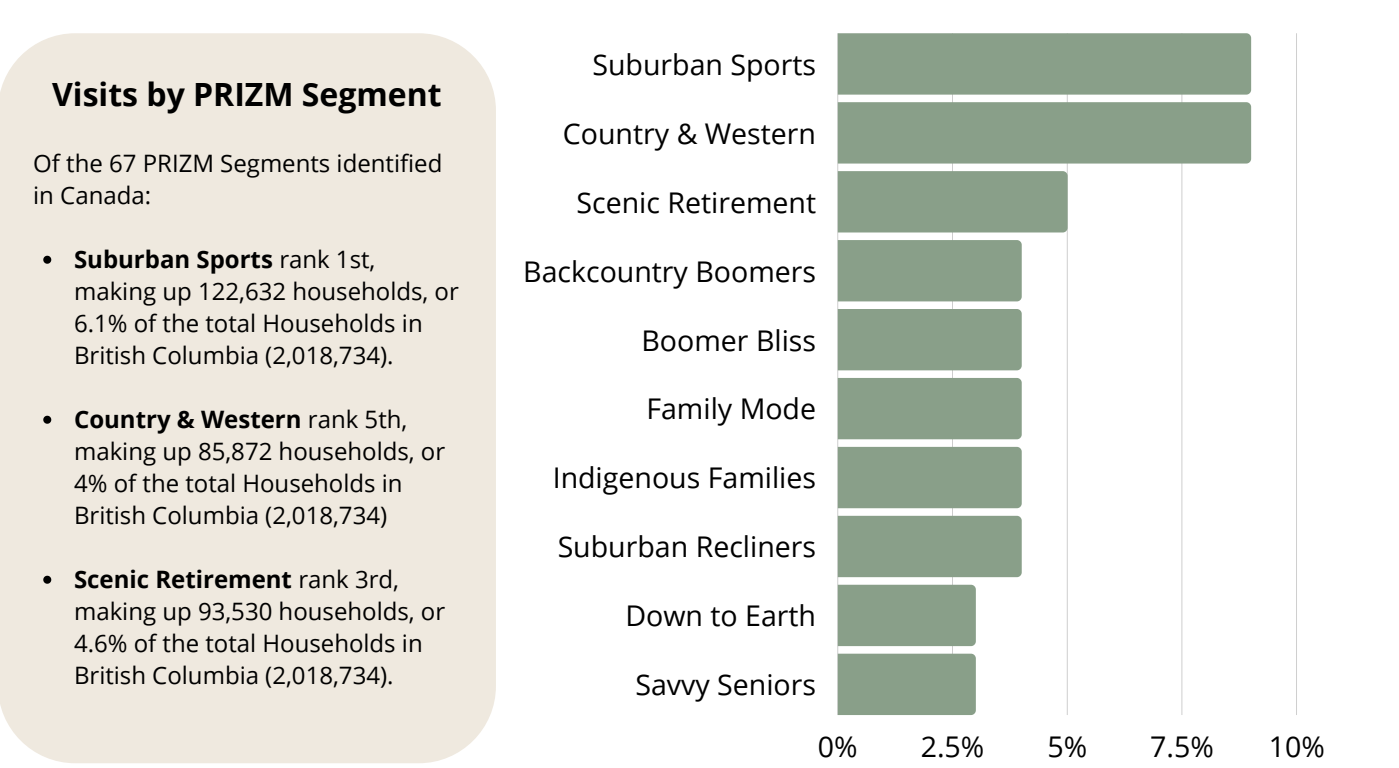
### Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in November 2019 and 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in November 2019 and 2021.

### November 2019 BC Visits to BC by PRIZM Segment



### November 2021 BC Visits to BC by PRIZM Segment



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing November 2019, 2020 to November 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# DECEMBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

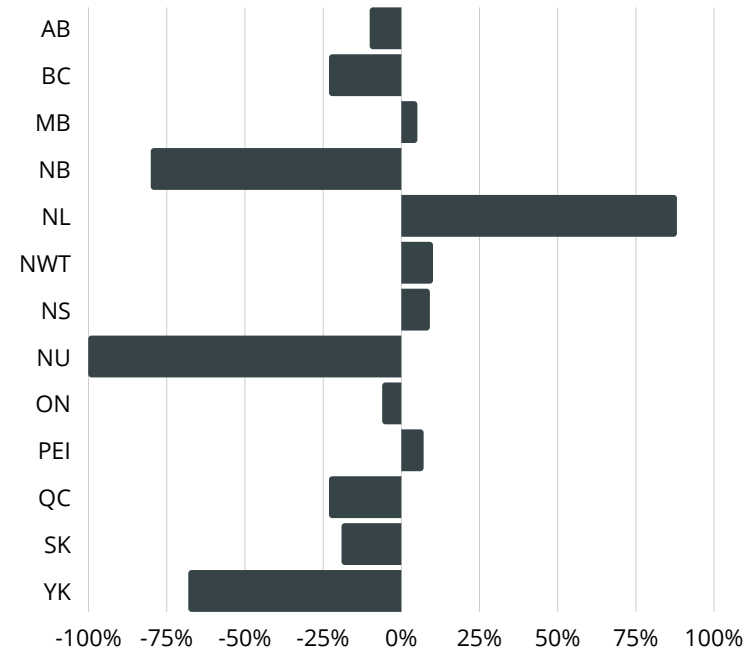
- The number of visits to British Columbia from Canadian travellers dropped by **-19%** when comparing December 2019 to December 2021.
  - Trips decreased by **-24%** and Overnight Stays decreased by **-4%** from December 2019 to December 2021.
- The number of visits to British Columbia from Canadian travellers increased by **38%** when comparing December 2020 to December 2021.
  - Trips increased by **24%** and Overnight Stays increased by **49%** from December 2020 to December 2021.

### December 2019 Provincial and National Visitation

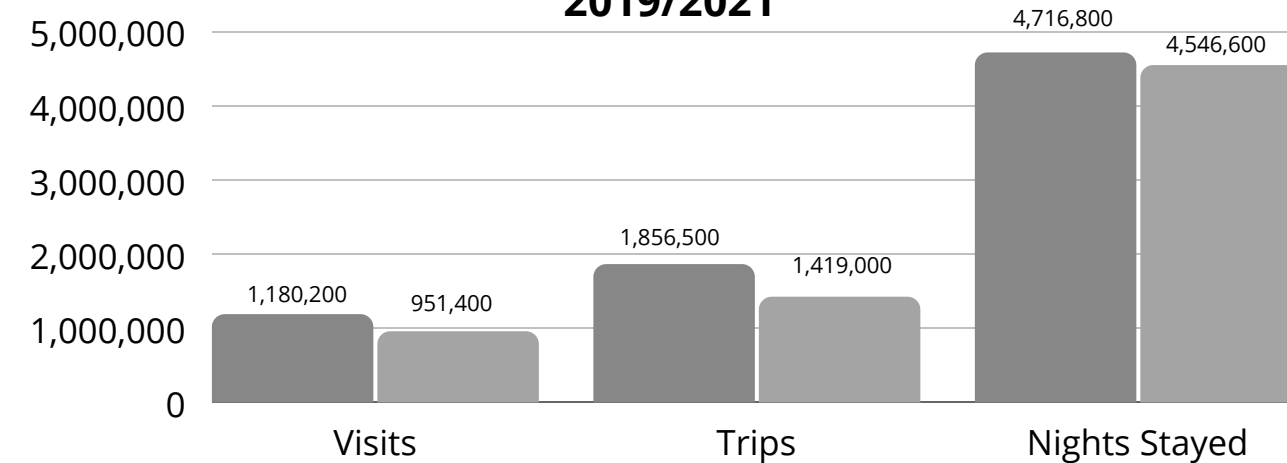
#### Canadian Visitation

- Canadian Visits to BC decreased by **-19%** from 1,180,200 in December 2019 to 951,400 in 2021.
- Canadian Trips to BC decreased by **-24%** from 1,856,500 in December 2019 to 1,419,000 in 2021.
- Canadian Night Stays in BC decreased by **-4%** from 4,716,800 in December 2019 to 4,546,600 in 2021.

#### Provincial Visits to British Columbia December 2019 vs. December 2021



#### Canadian Visitation to British Columbia - December 2019/2021

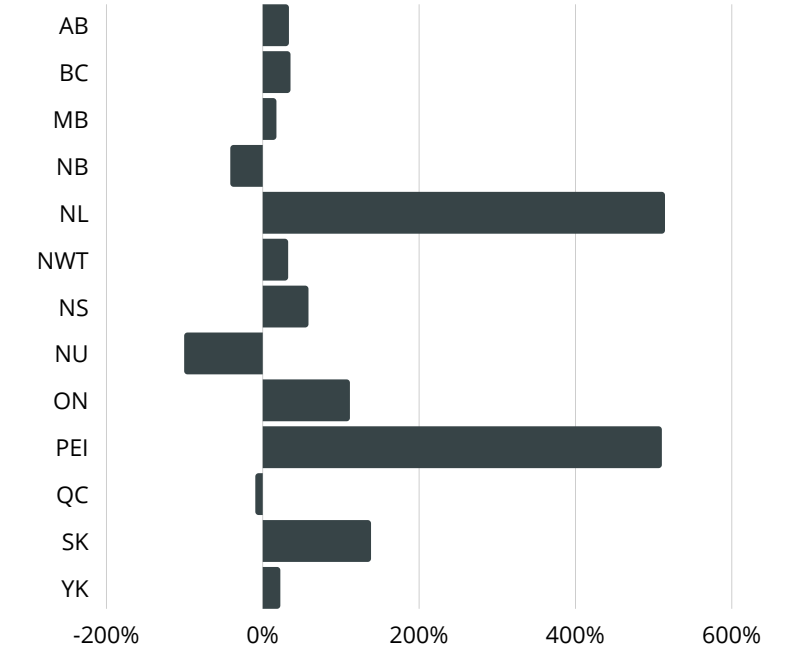


### December 2020 Provincial and National Visitation

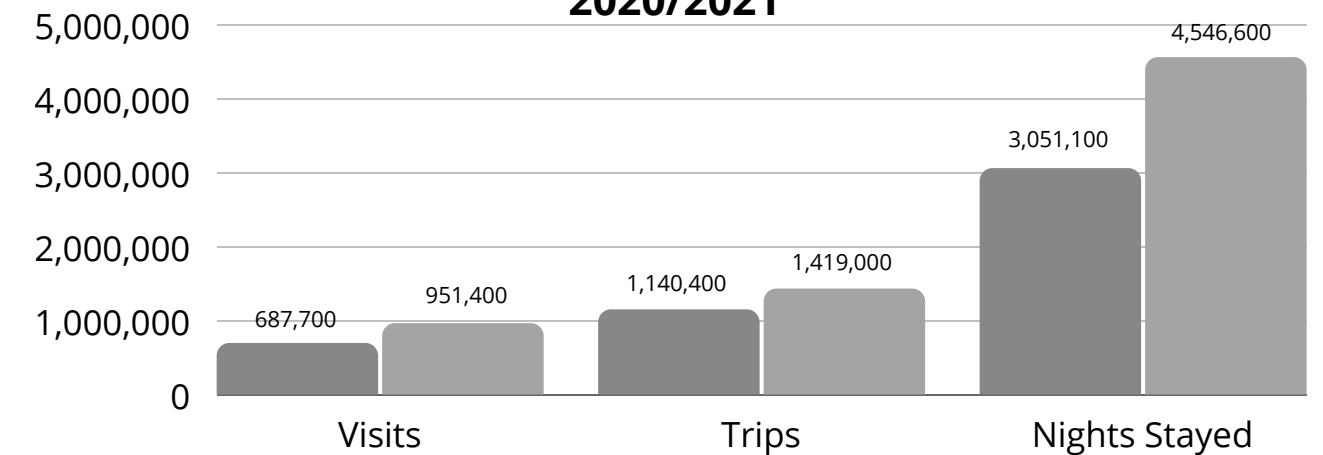
#### Canadian Visitation

- Canadian Visits to BC increased by **38%** from 687,700 in December 2020 to 951,400 in 2021.
- Canadian Trips to BC increased by **24%** from 1,140,400 in December 2020 to 1,419,000 in 2021.
- Canadian Night Stays in BC increased by **49%** from 3,051,100 in December 2020 to 4,546,600 in 2021.

#### Provincial Visits to British Columbia December 2020 vs. December 2021



#### Canadian Visitation to British Columbia - December 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing December 2019, 2020 to December 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

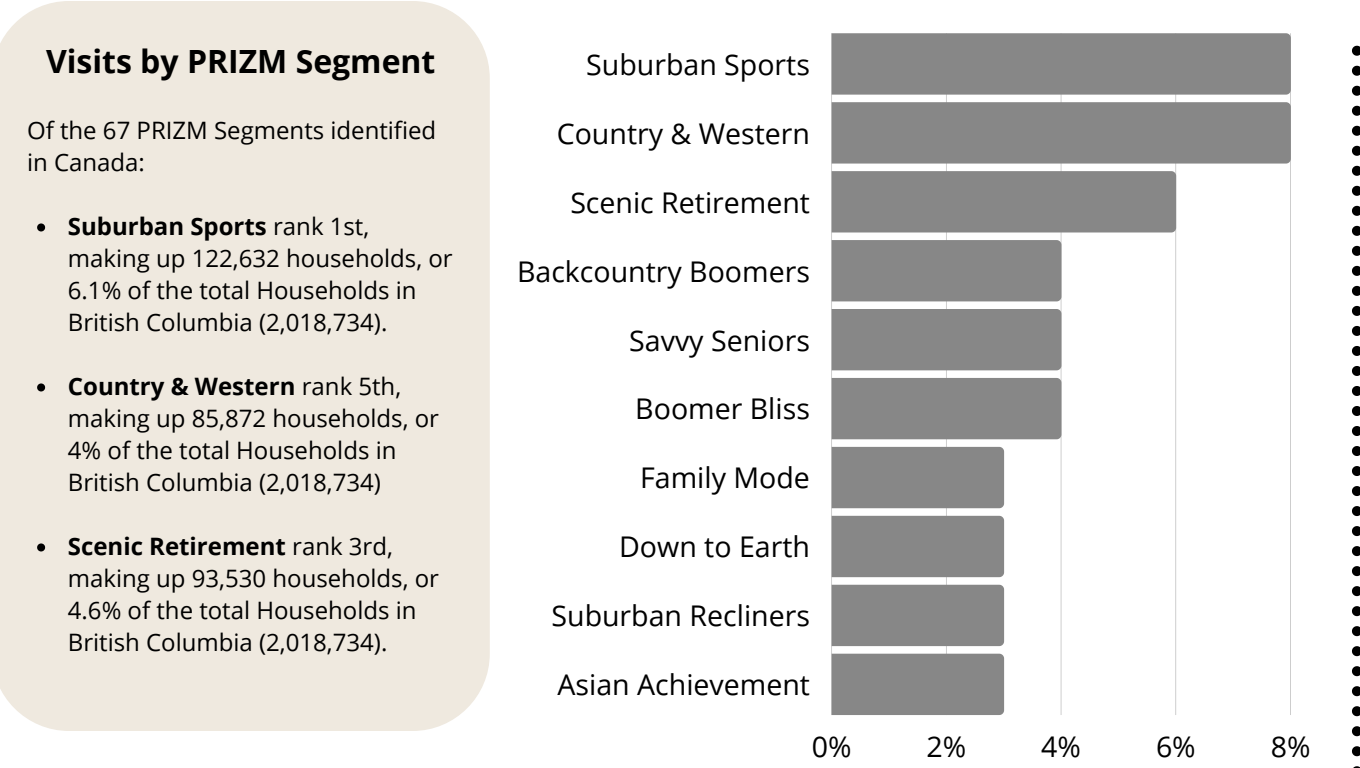
# DECEMBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

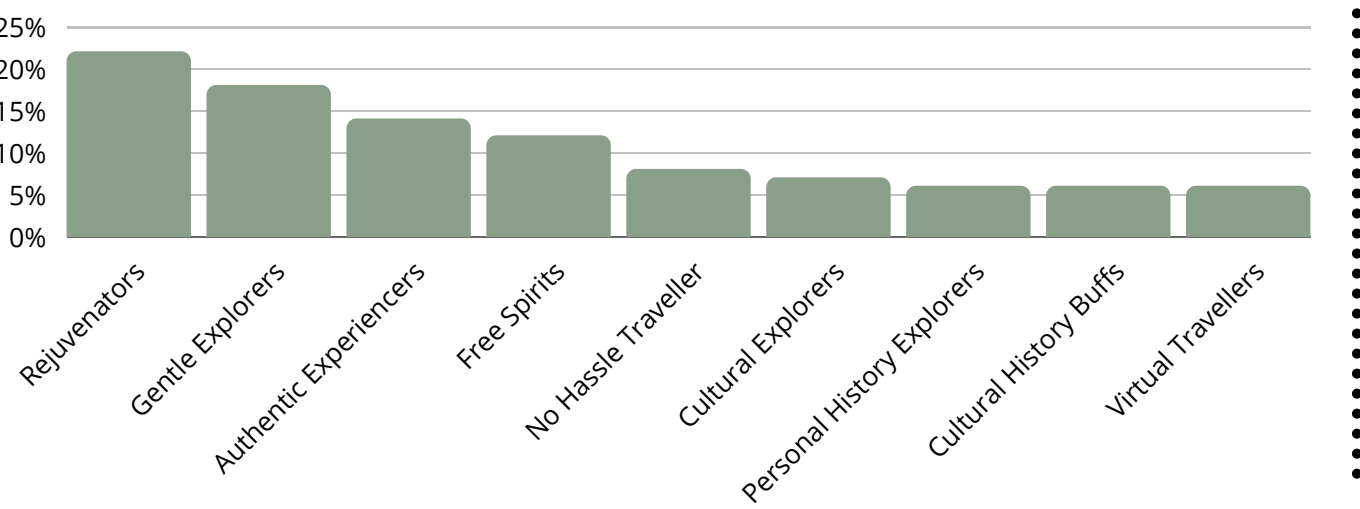
### Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in December 2019 and 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in December 2019 and 2021.

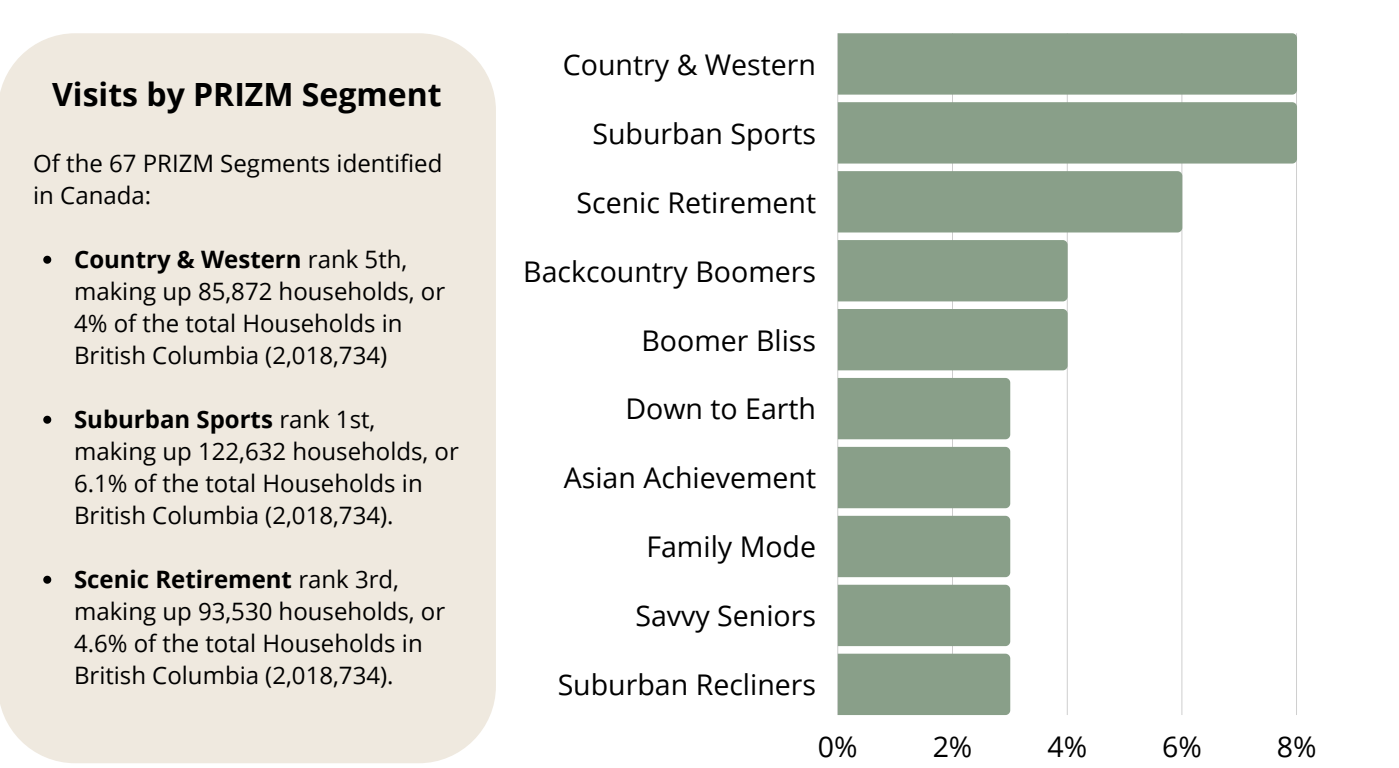
### December 2019 BC Visits to BC by PRIZM Segment



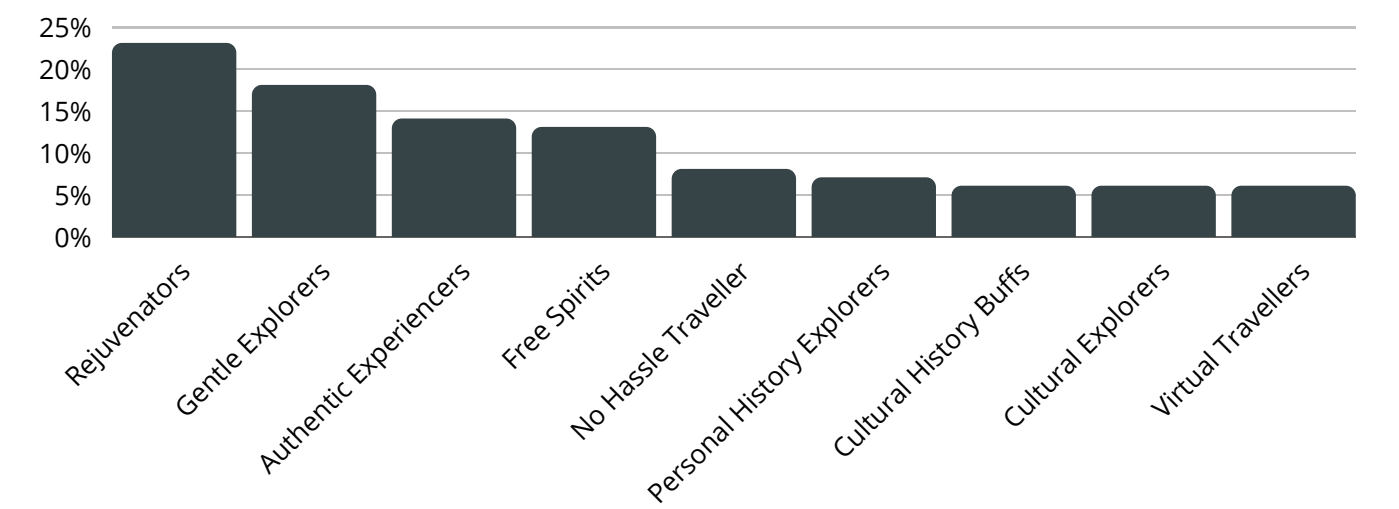
### Canadian Visitation to British Columbia - December



### December 2021 BC Visits to BC by PRIZM Segment



### Canadian Visitation to British Columbia - December



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing December 2019, 2020 to December 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100



# CONTACT US

**Karen Chalmers**

*Managing Director, Symphony Tourism Services*

**Email:** [karen@totabc.com](mailto:karen@totabc.com)

**Phone:** 778.721.5448

[symphonytourismservices.com](http://symphonytourismservices.com)



SYMPHONY  
TOURISM  
SERVICES